

Marketing Seminar

Summer 2023

**Literature and Teaching Project Seminar on
“Digital Transformation and Business-to-Business Marketing”**

Prof. Dr. Sebastian Hohenberg

The digitalization is rapidly changing our lives, including all types of business relationships. It is the driver of a change process that is more dynamic and multifaceted than ever before, revolutionizing the roles and practices of firms and customers. Importantly, we will witness even more dramatic change over the next years due to the growing power of digital technologies, such as *artificial intelligence, virtual and augmented realities, robotics, and 3D printing*. Despite its transformational potential, how the digitalization shapes and changes the basic principles and tactics of Business-to-Business (B2B) marketing is largely neglected in contemporary business education.

In this seminar, we will dive deeper into the new paradigms of B2B marketing in the digital age, tackle its strategic and tactical challenges, and delineate traditional and new approaches to B2B marketing. Furthermore, you will help to create the foundations of a new undergraduate course in B2B Digital Marketing.

Your tasks are (1) to write a systematic literature review on a pre-defined topic in the field of B2B marketing in the digital age, deriving insights for managerial practice as well as developing future research directions and (2) based on this literature review, to develop the outline of one class that introduces students to that pre-defined topic. You will present both your literature review and your class outline to Professor Hohenberg and the other seminar participants.

Related Literature:

Homburg, C., Theel, M., & Hohenberg, S. 2020. Marketing Excellence: Nature, Measurement, and Investor Valuations. *Journal of Marketing*, 84(4): 1–22.

Homburg, C., Vomberg, A., & Muehlhaeuser, S. 2020. Design and Governance of Multichannel Sales Systems: Financial Performance Consequences in Business-to-Business Markets. *Journal of Marketing Research*, 57(6): 1113–1134.

Learning Objectives

The main objective of this seminar is to improve your academic writing skills. After participating in this seminar, you will be able to effectively summarize and categorize literature related to a specific marketing topic, translate academic findings into managerial implications, derive future research opportunities, and create didactically sound course outlines. Moreover, you train your communication and presentation skills.

Seminar Requirements

The seminar consists of two **mandatory** parts that need to be completed in groups of 2-3 students.

1. Writing a seminar paper of 15 pages (66% of the final grade)
2. Presentation (35 minutes) + discussion (10 minutes) of the seminar paper and the class outline (34% of the final grade)

Both parts must be passed separately to get the final grade. Active participation during in-person events is required. Students who pass this seminar will receive **12 ECTS** for the seminar.

Organizational Issues

- How to apply? Please follow the MCM application process for seminars via the homepage.
- Please note that submissions of papers and presentations after the submission deadline will not be accepted.
- The number of students for this seminar is restricted to max. 20 students.
- For specific questions, please contact Sebastian Hohenberg (hohenberg@uni-muenster.de).

Preliminary Timetable

What?	When?	Where?
Kick-off meeting (incl. presentation of topics)	12.04.23 14:15h – 15:45h	tba
Selection of preferred topics	17.04.23	Learnweb
Assignment of topics	28.04.23	Learnweb
Workshop: writing effective literature reviews	03.05.23 12:15h-15:45h	tba
Hand-in deadline for paper	Mid-July	Learnweb
Hand-in deadline for presentation and class outline	End-July	Learnweb
Presentations	Beginning/Mid-August	tba

During this seminar, you can schedule individual meetings with Professor Hohenberg if you have any questions. Please contact Hannah Helming (office management) to arrange an appointment.