



Marketing Seminar KnowIT!

Corporate Responsibility and Sustainability

Winter 2024/25
apl. Prof. Dr. Sonja Gensler

Each year, thousands of articles are published in academic business-related journals, enriching our understanding of specific topics. Despite this growing body of knowledge, practitioners often remain unaware of these insights. In this seminar, you will write a literature review on a specific marketing-related topic and extract key insights for managerial practice.

The seminar will focus on topics related to corporate responsibility and sustainability, particularly within the gaming and food industries. Potential topics include (but may be subject to change):

- Virtual currencies/items and consumer behavior
- Understanding the fear of missing out (FOMO)
- Drivers of problematic gaming behavior
- Predatory monetization in the gaming industry
- Influence of regulations on consumer behavior
- CSR and firm's market performance
- Educating consumers for the good
- Nudging to stimulate sustainable consumer behavior

You will review the literature related to these broader topics and categorize the findings to derive actionable managerial insights.

Learning objectives

The main objective of this seminar is to enhance your academic writing skills. By the end of the seminar, you will be able to effectively summarize and categorize literature on a specific marketing topic and translate academic findings into managerial implications. Additionally, you will develop your communication and presentation skills.

Seminar Requirements

The seminar consists of **two mandatory individual assignments**:

- (1) Writing a literature review | max. 15 pages | 50% of final grade
- (2) Presentation of key learnings + discussion | 10 minutes | 50% of final grade

Both examination achievements must be passed to get 12 ECTS for the seminar.



Timetable

What?	When?
Kick-off meeting	October 28, 2024 16.15 to 17.45 hrs (room: tba)
Submission of literature review	January 13, 2025 18.00 hrs (Learnweb)
Submission of final presentation	January 20, 2025 18.00 hrs (Learnweb)
Final Presentation	January 23, 2025 14.15 to 17.45 hrs (room: tba)

During the seminar, you can schedule meetings with your coach if you have any questions.

For specific questions, please contact apl. Prof. Dr. Sonja Gensler (s.gensler@uni-muenster.de).