

040410 KU Marketing Kommunikation 2 (MA) (2022S)

Instructor

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Office hours: By appointment

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Prerequisites and Requirements

- Register via u:find
- Prerequisites: Data Analysis for Marketing Decisions
- Attendance in first session is mandatory. Absence will result in deregistration
- Attendance is required during the course in general; absence in more than two sessions leads to failing the course.
- Failing the course requires retaking the whole course, individual aspects of the performance (e.g., Presentation 1) cannot be repeated.
- A camera and microphone are required to participate because the course takes place online.
- Every group member is expected to present at both dates (group presentations).
- This course uses the software Turnitin to check written work for plagiarism, consent is a requirement for taking this course
- Language: English

Schedule

01.03.2022: 16:45– 18:15	Introduction, grouping, discussion of projects
08.03.2022: 16:45 – 19:00	Q&A Session for individual groups (registration for time slot is required in advance)
29.04.2022: 09:45 – 14:45	Presentation 1 (conceptual, planned methodology)
30.04.2022: 09:45 – 14:45	Presentation 1 (conceptual, planned methodology)
02.05.2022: 16:45 – 18:15	Q&A Session for individual groups (registration for time slot is required in advance)
17.06.2022: 09:45 – 14:45	Presentation 2 (analyses, findings, implications)
18.06.2022: 09:45 – 14:45	Presentation 2 (analyses, findings, implications)
Submission deadline written assignment: 30.06.2022	
Note: all sessions take place online via a web-conferencing tool	

Teaching Method and Content

The course focuses on narratives in marketing communications. We use narratives (also known as stories) to communicate and convey our experiences. A narrative lens has been applied to various areas in marketing, e.g., ranging from advertising over entertainment (e.g., product placements in series) to storytelling by consumers (e.g., consumption experiences).

Students will work in groups on their research projects. Students will receive feedback on their presentations from the instructor and their peers.

Evaluation Criteria and Assessment

Evaluation criteria of the seminar are as follows:

- Presentation 1: 20%
- Presentation 2: 20%
- Written assignment: 60%

The final grade is determined as follows (100 points total):

≥ 87.5%: 1

≥ 75%: 2

≥ 62.5%: 3

≥ 50%: 4

< 50%: 5 (fail)

Content (Examination topics)

Students develop their academic skills actively and will be introduced to narrative literature relevant to the field of marketing. Students are expected to gain further in-depth knowledge of the topical and methodological literature relevant to their project. Additional literature will be suggested in the course.

Literature

Busselle, R., & Bilandzic, H. (2008). Fictionality and Perceived Realism in Experiencing Stories: A Model of Narrative Comprehension and Engagement. *Communication Theory*, 18, 255–280. doi:10.1111/j.1468-2885.2008.00322.x.

Green, M. C., & Brock, T. C. (2000). The role of transportation in the persuasiveness of public narratives. *Journal of Personality and Social Psychology*, 79, 701–721. doi:10.1037//0022-3514.79.5.701.