SE Seminar Marketing (MA) | 2023 WS

Information about the course

Course details

4.00 ECTS (2.00 SWS) | Continuous assessment of course work | Course format: on site
SPL 4 - Wirtschaftswissenschaften | max. 24 participants | Language: English

Kurs# 040 037 | Start: Wednesday October 4th, 11:30

Course instructor: Univ.-Prof. Dr. Christoph Fuchs
Contact: christoph.fuchs@univie.ac.at

Target audience

This course is targeted at students of the Major Marketing and International Marketing. Successful completion of all courses of the Minor in Marketing & International Marketing and Data Analysis for Marketing Decisions.

Objectives & Content

This seminar is part of the Major in Marketing and International Marketing. Participants will work on emerging topics in marketing or marketing-related domains.

This seminar has several learning goals:

- Familiarize students with emerging topics within the broader field of marketing.
- Improve students' understanding of scientific work and increase their ability to synthesize relevant findings.
- Increase students' analytical skills and their ability to link conceptual / theoretical knowledge to practical implications.
- Improve students' academic writing skills, as well as their communications and presentation skills.

This course is targeted at students of the Major Marketing and International Marketing. Successful completion of the Market Research module is required. The seminar is limited to a maximum of 24 participants and will be held in English.

Participants will be assigned to groups of four and will work on a pre-defined topic or research question (students' preferences will be taken into consideration whenever possible). This semester's topic centers on tourism. We expect participants to develop a marketing concept for a tourism area.

After a kick-off meeting, each team will be asked to present the results of their market analysis and insights (20-minute presentation) on November 29th. The final presentations will take place on Jan. 30th and 31th. All meetings are planned on site.

Performance & Assessment criteria

The final grade consists of three components.

Group presentation   (45%)
Participation   (10%)
Final report   (45%)

Students achieving less than 50% will fail the course and need to re-take the course. Attendance in the first class is required. Class attendance is expected throughout the seminar.

≥ 90%: 1
≥ 80%: 2
≥ 65%: 3
≥ 50%: 4
< 50%: 5 (fail)

Dates & Content

	Unit	Topic	Time
1	04.10.2023 | SR 15	Opening Seminar – Introduction to the topics	11:30 – 14:45
2	29.11.2023 | SR 03	Presentation of the market research insights	09:45 – 16:30
3	30.01.2024 | SR 15 31.01.2024 | SR 03	Final presentations of the marketing concept	09:45 – 16:30 09:45 – 16:30

Registration/Deregistration

Both the course is in English. Students wishing to take this course must register via u:space during the registration period. The maximum number of participants is 24. The course classes take place on site.

Registered students who, for whatever reason, are not able to take the course must de-register electronically. The latest date by which the course can be dropped is October 13th. Students who decide to drop the course after this deadline will be graded with 5 (failed).

Attendance is compulsory throughout the semester; more than three absences will automatically result in a "Failed" grade.

By registering for this course, you agree that the automated plagiarism software Turnitin processes and stores your data (i.e. project work, seminar papers, exams, etc.). Registered students who, for whatever reason, are not able to take the course must deregister electronically.

Students should also regularly check our homepage for any changes in dates/times or locations.

Seminar Paper

The seminar paper should not exceed 20 pages of text, Times New Roman, Font 11, 1.5 line spacing. The reference list is not included in this page count. You can move less important information to an Appendix (there is no space limit for the Appendix). Please organize your manuscript (for example, the headings) based on the Journal of Marketing Research formatting guidelines (see under "Manuscript Organization") https://www.ama.org/submission-guidelines-journal-of-marketing-research/.

Recommendations regarding Data and Analysis (if applicable)

Please also share the data and code and make sure that your results can be reproduced. When running statistical models (e.g., regression analysis, t-tests, etc.) please keep the sample size in mind. For example, running a regression analysis with less than 50 participants is oftentimes problematic (as you would need to have a strong effect to detect a relationship between variables). When analyzing data, please also make sure that you first look at the descriptive statistics (you can also plot the data using scatterplots and other forms of illustrations). If you are interested in relationships, you can also try to create figures and charts to illustrate these relations (ideally could visually "see" the effect). Thus, you can try to provide model-free evidence for your observed relationships. You might also want to see whether your data contains outliers (some effects are driven by extreme values, or some extreme values might shroud an effect). Thus, looking at the distribution of data is important. For qualitative data, you can for example make use of nethnographic research (you might want to use data posts on social media, forums, etc. to obtain rich insights).

Task

In the first meeting, you are supposed to come up with an initial overview of the selected state and try to identify the shortcomings and current issues. What are the main challenges and weaknesses? To do this, you have to analyze the market and customers, you have to do market research. Please try to assemble secondary data (you might obtain these from various sources, e.g., Wirtschaftskammer, etc.). You can also rely on magazines, brochures, trade publications, websites, advertisements, etc. It would be also helpful if you could do expert interviews.

Based on the identified issues, you should next derive insights (what can be done to solve these issues). The solutions to the identified issues should be presented in the final presentation.

Please note that you will be evaluated based on your research paper's originality, quality, and interestingness. Merely repeating what has been established before is not sufficient (for example, just repeating the content of an existing literature review). Please make sure that you correctly cite the literature. Plagiarism will not be tolerated, and we commonly use plagiarism software to ensure the quality of the papers. For more information on plagiarism see the APA plagiarism guidelines: https://apastyle.apa.org/instructional-aids/avoiding-plagiarism.pdf. Please also note whether and to what extent you employed artificial intelligence such as ChatGPT for addressing the research question and writing the report.

Writing Style

Writing is not easy. However, writing is a craft that you can learn it. The following papers will help you to improve your writing style accordingly. In particular, I encourage you to read the front end of Joseph Williams (1990) classic book on writing, which will help you improve your writing substantially.

Williams, Joseph M. Style (1990). Toward clarity and grace (Chicago guides to writing, editing, and publishing). https://sites.duke.edu/niou/files/2014/07/WilliamsJosephM1990StyleTowardClarityandGrace.pdf

Warren, N. L., Farmer, M., Gu, T., and Warren, C. (2021). Marketing ideas: How to write research articles that readers understand and cite. Journal of Marketing, 85(5), 42-57. https://www.matthewgfarmer.com/uploads/1/3/8/3/138354195/warren_farmer_gu_warren__2021__-_marketing_ideas_paper_published_in_jm_1.pdf

Research Presentation

You are supposed to present your seminar paper using a PowerPoint presentation. Each group member is expected to present. The presentation will be followed by a discussion of the presentation's content. Details concerning the length of presentations and a presentation schedule will be provided later. Students are expected to speak freely. Please avoid the use of presentation cards when presenting your research. Reading down from prepared materials is not accepted. Make sure that you prepare your presentation carefully and rehearse it accordingly.