

Responsible Marketing

Seminar in Marketing - Master

Summer Term 2023

Preliminary --- Updated on March 22, 2023 ---

Application			
	Application submission deadline: Sunday, April 30 th	1 pm via Moodle	https://moodle.europa-uni.de LS Marketing (Brunk & Eisend) (Bewerbungsverfahren)
Welcome Session: Introduction and Session on Scientific Writing			
M.Sc. Sofiia Kanevska M.Sc. Dominika Niewiadomska	Tuesday, May 9 th *	10 am – 1 pm	GD 309
Interim Presentations			
M.Sc. Sofiia Kanevska M.Sc. Dominika Niewiadomska	Wednesday, June 14 th *	9 am – 1pm	GD 309
Individual Consultations**			
M.Sc. Sofiia Kanevska M.Sc. Dominika Niewiadomska	Wednesday, May 24 th ** Request appointment by Monday, May 22 nd , end of day	9 am – 1 pm	In presence or online (tba)
M.Sc. Sofiia Kanevska M.Sc. Dominika Niewiadomska	Wednesday, May 31 st ** Request appointment by Monday, May 29 th , end of day	9 am – 1 pm	In presence or online (tba)
M.Sc. Sofiia Kanevska M.Sc. Dominika Niewiadomska	Thursday, June 22 nd ** Request appointment by Tuesday, June 20 th , end of day	9 am – 1 pm	In presence or online (tba)
Paper Submission			
	Deadline: Tuesday, July 4 th	1 pm	via Moodle
Examination: Final Presentations			
Presentations and discussions	Monday, July 17 th	9 am – 8 pm	GD 309
	Tuesday, July 18 th	9 am – 8 pm	GD 309

* **Attendance is compulsory**

**One-to-one consultations by appointment: every student is entitled (but not obliged) to take a total of two individual consultations.

Relevance

Companies, as crucial economic agents operating in broad social contexts, have a responsibility to act towards community, country, and global betterment when marketing their goods or services. Examples for such activities can be clear and transparent communication of corporate regulatory compliance, consideration of ecological issues linked to the production, consumption, and disposal of the produced goods or services, or inclusive and representative advertising campaigns. The virtue of responsible marketing, however, albeit widely acknowledged and acted upon, oftentimes contradicts the mere economic objectives and concerns that marketers have. Ethically and socially responsible marketing activities often require intense resources and efforts such that marketers find themselves in the tension between efficiency and morale. In light of the importance of the topic for consumers and society, this seminar will focus on **ethical and social challenges in and implications for responsible marketing and advertising practices as well as on consumer well-being**. In this Master seminar, participants will receive input on how to conduct a literature review and develop a research proposal, how to structure and write an academic paper, and how to present and defend it. Seminar paper topics will be provided and allocated during the introduction meeting on May 9, 2023. Students will be given feedback throughout the paper writing process in form of individual appointments with their supervisors as well as in plenum when presenting their paper outlines during the second

meeting. The finalized research proposals will be presented and discussed during the final meetings of the seminar.

Objective

This course aims to provide an introduction to the topic of responsible marketing for students at the Master level.

Participants will:

- 1) learn how to write a scientific research paper and apply this knowledge by writing a research proposal
- 2) acquire knowledge on how to carry out a thorough literature review for a specific topic
- 3) develop an understanding of and acquire skills for time management in a research project
- 4) draft, present, and discuss the research proposal

For students unfamiliar with (empirical) research, this course can serve as a suitable introduction for writing a Master thesis.

Course Format

This course uses an interactive learning approach. Learning objectives shall be achieved through a mixture of lecture materials, presentations, an interactive forum for Q&As, individual consultations with the lecturers, and peer discussions during meetings.

Mode of Communication

Communication for any course-related matters will exclusively take place in Moodle. We will not answer individual email requests. Instead, we will open a communication thread for general questions in Moodle, where we can reply directly to your posts and all course members can benefit from the information we provide in our answers.

Prerequisites

- The course will be taught and evaluated **in English**, i.e. all lecture materials, consultations and seminar papers will be in English.
- Successful completion of a **Marketing Introduction** is a requirement.
- The number of students that can participate in this seminar is limited. If the number of applicants exceeds the spaces available, students will be selected based on their grades in previous marketing classes.
- **Attending all meetings in full length is compulsory. No exceptions will be made and absence will lead to failing the course.**

Examination

In order to receive 6 ECTS course credits, hand in your seminar paper and final presentation in accordance with the deadline (Tuesday, July 4, 2023 at 1 pm via Moodle). No alternative examination procedures will be offered. No exceptions will be made and late submissions will not be accepted and will be evaluated with a grade of 5.0.

Expectations for the seminar paper:

Please carefully read the thesis manual provided on the website of the chair of marketing (<https://www.wiwi.europa-uni.de/en/lehrstuhl/mm/marketing/lehre/Seminar--und-Abschlussarbeiten/index.html>). General guidelines for writing a seminar thesis will apply and can be found in the thesis manual. However, please note that for this seminar you will be writing a research proposal (not just a theoretical) seminar paper. Thus, additional requirements above and beyond a theoretical thesis are as follows:

- The final paper must not exceed 10 pages including references/bibliography.
- Since this is a *research methods* course, we expect a thorough description of the study design and a reasoning for the study design choices made.
- The use of artificial intelligence (e.g., Chat-GPT) to write the seminar thesis is not allowed.

Slides and all other materials

All materials relevant for the lecture will be uploaded on Moodle (<https://moodle.europa-uni.de>).

Application Procedure

Via Moodle: <https://moodle.europa-uni.de> LS Marketing (Brunk & Eisend) (Bewerbungsverfahren)

In order to apply, please fill in the application form adding a record of your grades ("Notenausdruck" for bachelor and master). We accept records in German or English. If you have a different grading system at your home university, please make sure to **convert** your grades to the German grading system.

Please note: Once accepted to participate in the seminar, we will inform you via email and provide you with further information on the process.

Contacts

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