



# Bachelor Seminar

## “Service Marketing”

Winter Term 2023/24

### Application Procedure

The seminar deals with topics related to service marketing. The seminar (6109) can be successfully passed only once. If you are interested in participating in the seminar, please fill in the application form (provided on the website) and upload it on Moodle (LS Marketing (Brunk & Eisend) (Bewerbungsverfahren) by **October 19<sup>th</sup>, 2023, 1 pm**. Please add a record of your grades (“Notenausdruck” for Bachelor) as **one pdf-file**. 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. Only complete applications that arrive in due time will be considered.

To qualify for participation in the seminar, you must have successfully passed a marketing introduction class. In the case that more students apply for the seminar than places are available, students will be selected on the basis of their performance in previous marketing classes.

After the application deadline, applicants will be contacted and given further information on how the course will proceed.

### Seminar Requirements and Schedule

To pass the seminar and to receive 6 credit points, you must write a paper (in English) and present and defend the paper successfully during the seminar meetings. Furthermore, you must participate in all seminar meetings. No exceptions will be made. Please carefully read the thesis manual provided on the website of the Chair of Marketing ([Guidelines for Seminar Papers and Degree Theses](#)). All formal requirements detailed in the manual are part of the evaluation scheme and contribute to the final grading.

The dates of the seminar are as follows:

Deadline for applications	October 19, 2023, 1 pm
Introduction and assignment of topics, session on scientific paper writing	October 23, 2023, 1 pm – 4 pm
Individual consultations *	November 13, 2023, 1 pm – 5 pm
Presentation and discussion of outlines	November 20, 2023, 1 pm – 5 pm
Individual consultations *	December 11, 2023, 10 am – 2 pm
Deadline for paper submission	December 19, 2023, 1 pm
Student presentations	January 15–16, 2024, <b>each</b> 9 am – 8 pm

\* One-to-one consultations by appointment: every student is entitled (but not obliged) to take one or both individual consultations.

You must hand in your seminar paper by **December 19, 2023, 1 pm**. No exceptions will be made to this deadline. You need to present your paper, usually together with a fellow student, during a seminar meeting, provided your paper has been approved by the supervisors. Further details concerning the requirements and schedule of the seminar presentations will be announced in time.