

Online Marketing and Advertising

Seminar in Marketing - Bachelor

Summer Term 2023

--- Preliminary --- Updated on March 20, 2023 ---

Application			
	Application submission deadline: Sunday, April 24 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 M.Sc. Joseph Riley	Thursday, May 4 th *	10 am – 5 pm	AM 233
Interim Meeting: Outline Presentations			
M.Sc. Sofiia Kanevska M.Sc. Dominika Niewiadomska M.Sc. Joseph Riley	Thursday, June 1 st *	9 am – 6 pm	AM 233
Individual Consultations**			
M.Sc. Sofiia Kanevska M.Sc. Dominika Niewiadomska M.Sc. Joseph Riley	Thursday, May 25 th ** Request appointment by Tuesday, May 23 rd , end of day	9:30 am – 5:30 pm	In presence or online (tba)
M.Sc. Sofiia Kanevska M.Sc. Dominika Niewiadomska M.Sc. Joseph Riley	Friday, June 16 th ** Request appointment by Wednesday, June 14 th , end of day	9:30 am – 5:30 pm	In presence or online (tba)
Paper Submission			
	Deadline: Thursday, June 29 th	1 pm	via Moodle
Examination: Final Presentations			
Presentations and discussions	Wednesday, July 19 th *	9 am – 8 pm	AM 233
	Thursday, July 20 th *	9 am – 8 pm	AM 233
	Friday, July 21 st *	9 am – 8 pm	AM 233
	Saturday, July 22 nd *	9 am – 8 pm	AM 233

* Attendance of all meetings is compulsory

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

Relevance

Digital marketing brings with it a wide range of challenges for advertisers that are unique to the online sphere. In times of online media ubiquity, shortening consumer attention spans, and information overload on the rise, marketers need to find ever more fine-tuned ways to deliver relevant, persuasive, and engaging advertising and marketing content. The practices commonly used to do so touch upon questions of data protection and risk eliciting data privacy concerns that in turn can lead to negative consumer response. On the other hand, for consumers, the separation of online entertainment and advertisement is becoming increasingly unclear. Through social media, companies employ content marketing to offer entertaining content that does not explicitly seek to persuade consumers. Consumers also enter ever more para-social relationships with influencers and

content creators, where the relationship between marketer and consumer blurs with perceived friendship. In light of the importance of the topic for consumers and marketers alike, this seminar will focus on the strategies applied and the challenges faced when marketing online. In this Bachelor seminar, participants will receive input on how to conduct a literature review, 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. 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 seminar papers will be presented and discussed during the final meetings of the seminar.

Objectives

This course aims to provide an introduction to the topic of online marketing and advertising for students at the Bachelor level.

Participants will:

- 1) learn how to write a scientific research paper and apply this knowledge by writing a seminar thesis
- 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) present and discuss the seminar thesis

For students unfamiliar with literature reviews, this course can serve as a suitable introduction for writing a Bachelor 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 take place exclusively on 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** class is a requirement.
- The number of students who 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, you must write a paper (in English), submit it in accordance with the deadline (Thursday, June 29th, 1 pm via Moodle), and present and defend it, usually together with a fellow student, successfully during the seminar meetings. 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. The final paper must not exceed 10 pages including references/bibliography. 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). 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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