

Syllabus

Course Title:		
Marketing Analytics (Seminar)		
Responsible:		
Prof. Dr. Lucas Stich		
Programme:	Term:	ECTS:
Bachelor	Summer	5
Contents & Objectives:		
<p>Contents:</p> <p>The bachelor seminar “Marketing Analytics” is a specialized course that focuses on specific aspects of marketing, either in terms of content or methodology. The aim of this theoretical seminar is to provide students of the specialization “Märkte & Management” with in-depth knowledge and to improve their communication skills. In addition, the seminar is intended to prepare students for writing their bachelor thesis.</p> <p>This semester, the seminar will focus on experiments in marketing. In today’s rapidly evolving marketing landscape, companies are constantly looking for new and innovative ways to reach and engage their target audiences. Experimentation is a powerful tool that allows companies to test and validate their marketing strategies and tactics before implementing them on a larger scale. This allows companies to make informed decisions based on real data, minimize risk, and avoid costly mistakes. Experimentation has become an essential aspect of modern marketing, with more and more companies relying on it to drive business growth and achieve their marketing goals.</p>		
Prerequisites:		
Basic knowledge of marketing, microeconomics, and statistics		
Learning objectives:		
<ul style="list-style-type: none"> • Conduct in-depth research on a current marketing topic and write a comprehensive paper that demonstrates your understanding of the topic. • Develop critical thinking skills by analyzing and synthesizing information from multiple sources to present well-reasoned arguments. • Collaborate and communicate effectively in a team setting to complete the seminar paper and final presentation. • Enhance presentation skills, including organizing information, engaging the audience, and responding to feedback. • Integrate research findings into a clear and well-organized presentation that highlights key points and takeaways. 		
Grading:		
<p>Grading for this seminar will be based on two components, each of which will contribute to the final grade as follows:</p> <ol style="list-style-type: none"> 1. Seminar Paper (33.3% or 1/3 of the final grade) The seminar paper provides students with the opportunity to delve deeper into a topic of their choice and showcase their comprehensive understanding of the subject matter. Students are expected to conduct in-depth research, analyze information, and present their findings in a clear and organized manner. The seminar paper should be 25 pages, plus or minus 10%, and may be written in either English or German. Students will have 8 weeks to complete their paper. 		

2. Final Presentation (66.7% or 2/3 of the final grade)

The presentation should provide a concise and engaging summary of the key points, while also demonstrating the student's ability to engage with the audience and respond to questions and feedback. Each team's presentation time will be 20 minutes.

The seminar paper and final presentation should complement each other, with the paper providing an in-depth examination of the topic and the presentation offering a succinct overview of the key points.

Please note that students will be working in teams of two for this seminar. Each team will be jointly responsible for completing the seminar paper and final presentation.

Contact:

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