

Seminar: Consumer Behaviour in Marketing

Dates: Thursday, 30.01.20 (6.00 PM – 9.00 PM; WIWI 2054/2055): Kickoff-meeting
Thursday, 23.04.20 (6.00 PM – 9.00 PM; WIWI 2079): Seminar conference
Friday, 24.04.20 (4.00 PM – 9.00 PM; WIWI 2079): Seminar conference
Saturday, 25.04.20 (8.00 AM – 5.00 PM; WIWI 2098/2194): Seminar conference
Sunday, 26.04.20 (8.00 AM – 12.00 AM; WIWI 2098/2194): Seminar conference

Course:
Seminar: Consumer Behaviour in Marketing (M.Sc.), 2 SWS

Lecturer:
Prof. Dr. habil. Oliver Schnittka (University of Southern Denmark)

Purpose:
The purpose of the course is to provide opportunities for students to work in depth with a topic within the research field of consumer behavior and marketing that currently receives high attention from academics as well as from practitioners. The seminar explicitly focuses on (1) enhancing and deepening knowledge about relevant theories in the field, in particular modern theories at the current scientific research frontier, (2) enhancing skills - depending on the topic of the individual reports - in identifying and analyzing relevant literature, assessing and discussing theoretical problems and setting up and justifying relevant solutions to applied business problems, and (3) qualifying the competence of students to (i) handle advanced scientific problems and reflect upon them in a modern, state-of-the-art paper (i.e., independent academic problem-solving and communication), (ii) present the report to an audience, and (iii) discuss different other relevant reports and topics in a seminar conference.

Content/Agenda:
The seminar is based on current science-based problem areas in consumer behavior and marketing that currently receive high attention from academics as well as from practitioners. Specifically, students will:

- identify and precisely formulate a relevant research question inside the given research topic
- develop a report structure as well as collect the relevant literature
- conduct a literature review including presentation of search strategy and important sources
- identify fruitful theories in relation to analyzing the research questions
- do a consistent and stringent literature analysis and critically evaluate the results
- write a well-structured report presenting research questions, method, analysis, and results
- participate in the seminar meetings with constructive criticism and present their own report

Literature:
The literature is identified and chosen by the student and approved by the supervisor

Organisation of the course:
The course will include five sessions, i.e., one kickoff-session and four seminar conference-sessions, hosted at the University of Hamburg. Each group of students has to define a research question of interest in the area of consumer behavior and marketing which has to be approved by supervisor Prof. Dr. habil. Oliver Schnittka. Subsequently, the students independently have to develop a report structure, collect and analyze relevant information, and write up a report presenting the results of the analysis and suggestions based on these results. The process is supported by intensive supervision from Prof. Dr. habil. Oliver Schnittka.

Form of instruction:

The course is taught in English. The written report and the student presentation must be taken in English as well.