



## Master Seminar Marketing in Digital Markets

### Course overview:

The main purpose of this seminar is that students write an academic paper on a topic within the area of “Marketing in Digital Markets”.

Many aspects of marketing have changed or rather are changing in the new digital era. This includes behavior of customers in the online world, decision making by companies, regulations of the government, etc. Within the general label of “Marketing in Digital Markets”, the student groups are free to define and select their own project, where we propose the following main topics:

- Consumer welfare of digital products
- Corporate digital responsibility
- Pricing, including dynamic pricing
- Non-monetary payments for digital content (e.g., paying with data)
- Privacy
- Product return management
- eWOM, including online product reviews

Students are expected to conduct an empirical research project on one of these topics. This academic project will be done in small groups, typically consisting of two to four students, depending on the total number of participants and distribution across topics. The seminar starts with a kick-off lecture in which the structure of the seminar will be explained and groups will be formed. In addition, the first session will be used to lecture the fundamentals of writing an academic paper, and a general overview and introduction of the various topics. Subsequent meetings will be scheduled per student group. In these meetings, there will be a discussion of the group project (progress, etc.), and the students will receive group-specific feedback and suggestions on their project. The final meeting will be a plenary session again, where each of the student groups have to present their project and hand-in their academic paper. The table below presents an overview of the sessions.



Kickoff via Zoom	Wednesday, July 8, 19:00 - 21:00
Intro: how to do academic research?	Saturday, Nov 7, 10:00 - 13:00
Presentation of proposals	Friday, Nov 20, 16:00 - 20:00
Presentation of preliminary results	Friday, Jan 15, 16:00 - 20:00
Final presentation	Friday, Feb 19, 16:00 - 20:00
Final presentation	Saturday, Feb 20, 10:00 - 14:00

Typically, a project and academic paper will consist of the following elements:

- Introduction with discussion of the theme. Why is it important? For who?
- Theoretical framework and discussion based on the existing literature.
- Empirical study. This can have various forms (or a combination thereof), such as one or more case studies, qualitative interviews, a survey, an experiment, analysis of data collected online, or analysis of data provided by the course administration (for most of the topics mentioned above, empirical data is available). In the first session, the pros and cons of these approaches will be discussed briefly.
- Conclusion and discussion section. New insights and implications for managers and researchers.

#### Literature:

The literature for this course consists of:

- Journal articles
- Lecture slides

#### Lecturers:

The seminar is given by Prof. Dr. Tammo Bijmolt and Dr. Felix Eggers.

Tammo H.A. Bijmolt is Professor in Marketing Research at the University of Groningen, the Netherlands and director of the Groningen Digital Business Centre. His research interests include loyalty programs, retailing, e-commerce, advertising, and meta-analysis. On these topics, Tammo Bijmolt has been involved in numerous research projects in collaboration with companies and international co-authors. His publications have appeared in leading international journals, such as Journal of Marketing, Journal of Marketing Research, Marketing Science, Journal of Consumer Research, International Journal of Research in Marketing, and Psychometrika. He is Associate editor of the International Journal of Research in Marketing, and member of the editorial boards of Journal of Marketing, Journal of Retailing, and the International Journal of Electronic Commerce. He won the best paper award in 2007 and the J.B. Steenkamp long-term impact award in 2017 of the International Journal of Research in



Marketing, and the best paper award in 2011 of the Journal of Interactive Marketing. He is vice-president conferences of the European Marketing Academy (EMAC).

Dr. Felix Eggers graduated and completed his doctoral studies in Marketing at the University of Hamburg. After working as a consultant and marketing researcher he proceeded with his academic career at the University of Groningen. He is now an Associate Professor at the Department of Marketing where he researches and teaches Marketing research methods, analytics, and digital business models. He was a visiting professor at MIT, the University of New South Wales, Stellenbosch University, and the University of Liechtenstein. His publications have appeared in the Proceedings of the National Academy of Sciences, Marketing Science, Journal of Marketing, and International Journal of Research in Marketing, among others.

**Research Assistant: N. N.**

**Assessment and Credits:**

The course credit value is equal to 2 SWS or 6 LP. The final grade will be based on the written academic report, the final presentation, and class participation.

**Registration:**

Registration via STiNE