



PhD Course

Impact of Social Networks on Consumer Behavior and Marketing

Block course: Tuesday, 2th – Thursday 4th August 2016

Time: 9 a.m. – 6 p.m.

Location: Chair of Marketing, Welckerstraße 8, room 2.16

Course instructor: Professor Martin Spann ([LMU](#))

Course value: 2 SWS or 4 LP

Course overview:

Consumer behavior can be heavily influenced by the social environment, i.e., by an individual's position in a social network. This doctoral seminar focusses on social influence and its implications for marketing activities. Participants will learn and apply basic concepts of social network analysis as well as discuss the impact of social influence in selected areas such as bidding in auctions, status purchases and new product development. The course instructor will provide examples of own research and participants will actively discuss major research papers in the field. Participants will also have the opportunity to present and discuss their own research ideas.

Teaching language: English

Student evaluation: paper presentation

Application: letter of motivation, current CV, possible publications
until **20th July**
to carsten.ovens@uni-hamburg.de.