



**PhD seminar and master course “Advanced Experimental Methods”  
Summer semester 2021**

BWL: V 3-5 (E) Ausgewählte Fragen des Marketings, V 3-3 Hauptseminar in Marketing  
Spöko: upon request

This summer semester 2021 the Chair of Business Administration III – Marketing & Consumer Behavior offers the course “Advanced Experimental Methods”, which will be held by Professor Laurence Ashworth from the Queen’s School of Business ([https://smith.queensu.ca/faculty\\_and\\_research/faculty\\_list/ashworth-laurence.php](https://smith.queensu.ca/faculty_and_research/faculty_list/ashworth-laurence.php)).

The course language is English. Please bring your laptop (with SPSS installed: [https://www.innodialog.uni-bayreuth.de/pool/dokumente/PDFs/Aushang-MuSe-Materialien-2\\_01.pdf](https://www.innodialog.uni-bayreuth.de/pool/dokumente/PDFs/Aushang-MuSe-Materialien-2_01.pdf)) to the class.

**Course Objectives:**

There are two primary objectives of this course. First, it aims to help students transition from theory to theory testing using experiments. This is often a difficult process that involves a number of tricky questions, including choosing appropriate conceptual manipulations (i.e., identifying the factors that are important based on the theoretical framework), choosing appropriate factors to cross with the primary causal variables and appropriately operationalizing those factors. Second, this course aims to familiarize students with the current standards used in experimental marketing research and with some of the issues surrounding the use of the most common techniques. Examples of this include the appropriate analysis of experimental data, techniques for assessing moderation and mediation, issues surrounding the reliability of measures, etc. At the end of this course students should be able to develop their own experiments to test aspects of a theoretical framework, appropriately analyze the experimental data, and understand some of the issues surrounding various types of analysis and conclusion.

**Readings and Class Time:**

Participants of the course will be expected to read a number of papers thoroughly, as they will be discussed during the course. The papers will be provided in due time.

Class time will be spent both discussing the readings and developing and practicing own experimental tests of theory. Participants are expected to bring some of their own ideas to class, as they will spend time thinking about ways they would test these ideas. Professor Ashworth will also present participants with some theoretical ideas that they will use to develop their own tests. At some point, participants will also play around with some datasets to practice different techniques and issues surrounding the interpretation of their analyses.

**Target Group:**

This course targets master students who are interested in experimental methods and who are looking for a master thesis topic.

**Grading:**

- seminar presentation on a research paper & short essay (approx. five pages)

**Crediting:**

- Business Administration: credit for V 3-5 (E) Ausgewählte Fragen des Marketings, V 3-3 Hauptseminar in Marketing
- Sport, Business & Law: upon request

**Dates** (times are expected, subject to change):

- Thursday, 10<sup>th</sup> of June 2021 from 4.00 p.m. to 7.00 p.m. → **Kick-Off meeting**
- Thursday, 17<sup>th</sup> of June 2021 from 4.00 p.m. to 7.00 p.m.
- Thursday, 24<sup>th</sup> of June 2021 from 4.00 p.m. to 7.00 p.m.
- Thursday, 01<sup>st</sup> of July 2021 from 4.00 p.m. to 7.00 p.m.
- Thursday, 08<sup>th</sup> of July 2021 from 4.00 p.m. to 7.00 p.m.

**This course will be conducted online via Zoom.****Registration:**

Binding registration takes place via CampusOnline according to the first-come-first-served principle.

If you are unable to register via CampusOnline, please contact Jonas Föhr ([jonas.foehr@uni-bayreuth.de](mailto:jonas.foehr@uni-bayreuth.de)). Here as well, the first-come-first-served principle applies. Please note that this course is designed for small groups, therefore the number of participants is strictly limited.

*Registration and de-registration period:*

- from Monday, 10<sup>th</sup> of May 2021, 8.00 a.m. to Sunday, 23<sup>rd</sup> of May 2021, 11:59 p.m.
- 15 free spaces will be available

There will be a waiting list for students who registered after the course is fully booked. Registration via CampusOnline is obligatory.

For questions regarding the course “Advanced Experimental Methods”, please contact Jonas Föhr ([jonas.foehr@uni-bayreuth.de](mailto:jonas.foehr@uni-bayreuth.de)).