



**Master course MeKuWi C-4, BWL V 3-3  
Integrating Media and Advertising—Challenges and Opportunities for  
Marketers, Media, and Consumers**

**Winter Semester 2019/20**

MeKuWi: C-4 Marktorientierte Unternehmensführung in der Medienbranche  
BWL and WIng: V 3-3 Hauptseminar in Marketing  
Spöko: upon request

In the Winter Semester 2019/20 the Chair of Business Administration III – Marketing & Consumer Behavior offers the course “Integrating Media and Advertising—Challenges and Opportunities for Marketers, Media, and Consumers”, which will be held by Professor Jean-Luc Herrmann from the Université de Lorraine (<http://cerefige.univ-lorraine.fr/fr/membres/membres-titulaires/hermann>) and Professor Claas Christian Germelmann.

The purpose of this course is to provide master-level coverage of key concepts of integrated marketing communication (IMC) (literature list will be made available in E-Learning, password will be announced shortly). A blend of underlying theoretical principles as well as current research topics and managerial insights will be discussed. The course language is English.

**Target Group:**

This course is primarily directed towards MeKuWi and BWL master students who are interested in integrated marketing communication research. Excellent seminar theses that stem from this seminar can lead into a topic for a Master’s thesis.

**Grading:**

- seminar presentation on a research paper (to be prepared prior to the course)
- research report on own research topic (based on the seminar discussion, 8-10 pages) to be prepared after the seminar
- active and co-creative participation during the discussion

**Crediting:**

- MeKuWi: C-4 Marktorientierte Unternehmensführung in der Medienbranche
- BWL and WIng: V 3-3 Hauptseminar in Marketing
- Spöko: upon request

**Dates** (tentative, subject to change upon prior announcement):

- Monday, October 28 in the afternoon – Thursday, October 29, 2019.
- Rooms will be announced at CampusOnline in due course.

**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 our chair’s secretary’s office via e-mail (Ms. Tavernier, [bwl3@uni-bayreuth.de](mailto:bwl3@uni-bayreuth.de)). Here as well, the first-come-first-served principle applies.

- registration from Monday, 8<sup>th</sup> of July 2019, 8.00 p.m. to Friday, 12<sup>th</sup> of July 2019
- 20 free spaces will be available and there will be a waiting list (12 spaces for MeKuWi master students and 8 spaces for BWL master students)
- registration via CampusOnline is obligatory

## Topics

- 1) Product/brand placement in TV episodes
- 2) Product/brand placement in movies
- 3) Product/brand placement in music videos
- 4) Product/brand placement and advergames
- 5) Effects of incidental exposure to marketing communications
- 6) Digital Native Advertising
- 7) Dark Social Media
- 8) Marketing for extremely novel products
- 9) Me-too marketing
- 10) Integration of marketing communications

For questions regarding the course, please contact Jonas Foehr ([jonas.foehr@uni-bayreuth.de](mailto:jonas.foehr@uni-bayreuth.de)).

gez. Prof. Dr. C. C. Germelmann