



**Master course MeKuWi C-4, BWL V 3-3  
Media-related Decisions in Marketing**

**Winter Semester 2020/21**

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

In the Winter Semester 2020/21 the Chair of Business Administration III – Marketing & Consumer Behavior offers the course “Media-related Decisions in Marketing”, which will be held by Professor Jean-Luc Herrmann from the Université de Lorraine (<http://cerefige.univ-lorraine.fr/fr/membres/membres-titulaires/herrmann>) and Professor Claas Christian Germelmann.

The purpose of this course is to provide master-level coverage of key concepts of marketing communications (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 media, marketing communications research, and brand strategy. 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):

- A kick-off meeting will take place on Tuesday, 14<sup>th</sup> of July 2020 17:00 o'clock via Zoom
- Presentation dates: Wednesday, November 25<sup>th</sup> – Thursday, November 26<sup>th</sup>, 2020 (tentatively; subject to change)

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 Jonas Föhr via e-mail ([jonas.foehr@uni-bayreuth.de](mailto:jonas.foehr@uni-bayreuth.de)). Here as well, the first-come-first-served principle applies.

- registration from Monday, 6<sup>th</sup> of July 2020, 8.00 p.m. to Friday, 10<sup>th</sup> of July 2020
- 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) Digital challenges to Integrated Marketing Communication
- 2) The future of Sponsorship-linked marketing
- 3) Hide it or disclose it? - Product placement disclosure
- 4) Is CSR communication dead?
- 5) Copycatting in media and marketing
- 6) Fake news and its effects on brands
- 7) Audio branding and sonic marketing
- 8) Influencer marketing and parasocial relationships
- 9) Augmented reality and marketing communications
- 10) Programmatic TV advertising – when competitors help

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

gez. Prof. Dr. C. C. Germelmann