

Bayreuth, 29. Jun. 2022

## Master Course

# “Doing Research in Marketing Communication”

## in Summer Semester 2022

This Summer Semester 2022, the Chair of Business Administration III – Marketing & Consumer Behavior offers the course “Doing Research in Marketing Communication”, which will be held by Professor Jean-Luc Herrmann from the Université de Lorraine (<https://cerefige.univ-lorraine.fr/member/herrmann-jean-luc/>) and Professor Claas Christian Germelmann.

The purpose of this course is to provide master-level coverage of key concepts of marketing communication research (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 communication 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, intended to facilitate discussion in the course (to be prepared prior to the course meeting)
- Research report on individual research topic (based on the seminar discussion, 8-10 pages) to be prepared after the seminar
- Active and co-creative participation during the discussion

### Professor Dr. Claas Christian Germelmann

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## 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, July 11th and Tuesday, July 12th, 2022, both days from 09:00 – 18:00 o'clock (Rooms will be announced shortly)

## Registration

Binding registration takes place according to the first-come-first-served principle. Please register via email to Jonas Föhr ([jonas.foehr@uni-bayreuth.de](mailto:jonas.foehr@uni-bayreuth.de)) and already state your preferred seminar topic (see below) in the registration e-mail.

- Registration possible from Thursday, 30th of June 2022, 8.00 p.m. to Thursday, 7th of July 2022 (11.59 p.m.)
- 8 free spaces will be available and there will be a waiting list
- Registration via e-mail is obligatory

## Topics

- 1) Main Topics in Marketing Communication Research, Issues, and Perspectives
- 2) Main Theories Used in Marketing Communication Research, Issues, and Perspectives
- 3) Main Methodologies Used in Marketing Communication Research, Issues, and Perspectives

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

gez. Prof. Dr. Claas Christian Germelmann

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