



29/10/2025

Research seminar “Advanced Current Topics in Marketing and Consumer Behavior Research” Winter semester 2025/26

This winter semester 2025/26 the Chair of Business Administration III – Marketing and Consumer Behavior offers the course **“Advanced Current Topics in Marketing and Consumer Behavior Research”**.

This research seminar offers students a unique opportunity to engage directly with renowned marketing scholars such as Matthieu Kacha (University of Lorraine), Jean-Luc Herrmann (University of Lorraine), John Ford (Old Dominion University), and Udo Wagner (University of Wien) to explore and discuss cutting-edge issues and developments in marketing and consumer behavior research.

The course focuses on emerging trends, contemporary theories and recent empirical findings shaping the field of marketing and consumer behavior. Topics may include advances in consumer decision-making research, digital and experiential marketing, and the evolving relationship between consumers, markets, and society.

Through interactive discussions, critical reflection, and joint analysis of current research with the guest scholars, participants will gain deep insights into both the theoretical foundations and managerial implications of current marketing and consumer behavior research.

Students are encouraged to critically engage with contemporary academic literature, contribute their own perspectives, and develop innovative research ideas inspired by the expertise and ongoing work of the invited scholars.

The course language is English.

Target Group:

This course is directed towards master students in Food & Health Sciences and students of the specialization Marketing & Services (in particular Business Administration and Sport, Business & Law, Media and Cultural Studies). Master students of other master programs are very welcome upon consultation.

Dates (times are expected):

- Monday, 10th of November 2025 from 9.00 pm to 2.30 pm; Room: 2.169 RW I
- Tuesday, 11th of November 2025 from 9.00 am to 2.00 pm; Room: 2.101 RW I

Grading:

There will be **no grading** in this course. However, upon request students will receive a certificate of participation.

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 Lisa Ross (lisa.ross@uni-bayreuth.de). Here as well, the first-come-first-served principle applies. Please note that this course is designed for small groups in order that the number of participants is strictly limited.

Registration and de-registration period:

- From Thursday, 30th of October 2025, 8.00 am to Thursday, 6th of November 2025

Registration via CampusOnline is obligatory.

For questions regarding the course "Sensory Marketing", please contact Lisa Ross (lisa.ross@uni-bayreuth.de).