



SEMINAR INTERNATIONAL MARKETING

040217 – 4 ECTS

WS 2020/21

Course Website: <https://international-marketing.univie.ac.at/studies/master-bwibw/courses-ws-202021/#c581258>

Instructor

Univ.-Prof. DDr. Adamantios Diamantopoulos

Office Hours: Mondays, 14:00 – 15:00

For *all* inquiries, please contact initially Ms. Martina Roth (Sekretariat, Lehrstuhl für Internationales Marketing), Tel. 4277-38032, Email: martina.roth@univie.ac.at. *All appointments should be booked with Ms. Roth.*

Target Group

Students who have chosen as major Marketing and International Marketing and have a strong interest in international aspects of branding and consumer behaviour. Seminar participants must have successfully completed the International Marketing Research 2 or Marktforschung 2. The seminar is limited to a maximum of 24 participants and will be held in English. However, sound knowledge of German is necessary for successful completion of relevant project work. Students who wish to take part in this seminar must register via [u:find/u:space](#) (see also the Admission & Attendance Policies on our homepage).

Seminar Structure

Students will work in teams of 2-3 students on a specific seminar topic which will involve literature consultation and empirical research. Based on this, they will (a) prepare a written report (Seminararbeit), and (b) make an oral presentation to the class. The language for both will be English.

Students will be expected to keep in close touch with the relevant Lehrstuhl contact throughout the preparation of the Seminararbeit.

Written Report

The written report should be 10 pages maximum (excluding title page, bibliography and any necessary appendices), double-spaced, with margins of 3 cms all round and typed on Times Roman 12 font. References and citations should follow the *Journal of Marketing* style. Violations of these guidelines will adversely affect the grade awarded.

Oral Presentation

The oral presentation should last for a total of 45 mins, out of which at least 15 mins should be a “Question & Answer” (i.e. discussion) session. All students in each team must participate in the presentation and all seminar participants must attend all presentations. Failure to do so will adversely affect their own grade.

In preparing their presentation, students should focus on key issues and central themes and not attempt to fully reproduce the written report. Simply reading out the written report in the presentation is not acceptable. Instead, students should prepare appropriate visual aids containing key points to help structure their presentation and also have some notes to consult if necessary. Following each presentation, it is expected that all students will actively participate in the discussion by asking questions, making comments, etc. At the end of all presentations, there will be an “Open Discussion” session, the purpose of which will be to highlight the links and connections between the various topics and provide an integration of the material presented in the seminar.

Assessment

Performance in the seminar will be assessed on the basis of the quality of the written report, the effectiveness of the oral presentation and participation in the class discussions.

In total, a minimum of 50% needs to be attained to pass the course. The grading system looks as follows: 0 to 49% - grade 5, 50 to 59% - grade 4, 60 to 69% - grade 3, 70 to 79% - grade 2, 80 to 100% - grade 1. Students who fail must repeat the entire course (and must register in the usual way next time the course is offered). *No opportunities for make-ups will be offered.*

Key Dates

Vorbesprechung & Topic allocation: Monday, 5th October 2020, 15:30-16:30, HS 8.

Prof. Diamantopoulos will hand out the topics and it is obligatory for all seminar participants to attend this session. Students who fail to attend will be excluded from the course.

Submission of written reports: 2 p.m., 11th January 2021, Sekretariat, Lehrstuhl für International Marketing.

Late submissions will not be accepted.

Oral Presentations

01.12.2020: 15:00 - 18:15, HS 8

02.12.2020: 15:00 - 21:30, HS 8

03.12.2020: 15:00 - 21:30, HS 9

04.12.2020: 15:00 - 20:00, HS 9

Attendance in all the above sessions is compulsory.