



Subject	Marketing
Course:	Selected Marketing Topics
Professor in charge:	Prof. Dr. Erika Leischner
Target group:	Students in their fifth semester (BBA and Diploma)
Class contact hours:	2 hours per week
Aims:	<ul style="list-style-type: none">• The students write a paper on a clearly formulated topic drawn from the current up-to-date marketing literature.• Thereby they should get experience in scientific writing and learn to solve a problem in a thorough and systematic way.• They should also present their theses and discuss them with the other participants of the course.• All participants of the course are encouraged to critically reflect their own as well as their classmates' work.
Contents:	Changing topics as they are reflected in the current marketing literature
Methods:	Introductory lecture, presentations and discussions
Examination:	Topics can be part of the final written or oral exam in marketing.
Literature	is changing from semester to semester, the introductory literature mainly consists of articles from marketing magazines, as Marketing ZFP, absatzwirtschaft, planung und analyse, Journal of Marketing, Journal of Consumer Research and so on.
Language:	mainly german
Case Studies:	no case studies