



Advanced Empirical Marketing Research

Summer Term 2024

Dr. Maximilian Friess
Institut für Marktorientierte Unternehmensführung

Kaulbachstraße 45 / I. OG
D-80539 München

Tel.: +49 (0) 89 / 2180 - 6564
Fax: +49 (0) 89 / 2180 - 5651
E-Mail: friess@lmu.de
www: <http://www.imm.bwl.lmu.de>



Objective

- The aim of this seminar is to introduce students to applied empirical marketing research. The seminar will introduce participants to the concept of “triangulation”, where a specific research phenomenon is addressed from different perspectives using multiple methods and analyses, such as field studies (i.e., survey research), lab experiments (i.e., scenarios), and field experiments (i.e., treatment analysis).
- Students will learn to develop a concise conceptual model and test their model using inferential statistics in three small-scale empirical studies. Therefore, the course introduces a variety of regression-based analytics, such as multiple linear regression, dummy regression and difference-in-differences modeling. The data for the analysis will be provided by the lecturer.
- Students will prepare a “multi-method” seminar paper on individual topics (in teams of 3-4) and present their research in front of the audience.

Overview

Assignment

- M.Sc.: Preparation of a “multi-method” seminar thesis and presentation, usually in terms of 3 – 4 students
- MBR: Presentation and discussion of paper

Results / Attainments

- PO 2015 & PO 2018 (6 ECTS):
 - 10-minute presentation with subsequent discussion and
 - Approx. ten-page seminar paper (22,200 characters, +/- 10%) per person
- Further requirements:
 - Presence at seminar dates
 - Active participation in the discussion of the seminar sessions
- The seminar can be recognized in MBR module B1
 - Informal registration for MBR students by e-mail to Juliane Gabel (ju.gabel@lmu.de) until **05.04.2024**
 - Assignment: Presentation and discussion of paper (given by lecturer or paper of choice) in one of the three sessions

Application

- Participation limited to 12 persons – registration required until **05.04.2024 12:00h (noon)** to ju.gabel@lmu.de
- Previous attendance of the Market Research course is recommended (but not mandatory)
- Application containing
 - CV,
 - Transcript of records and,
 - Three concise sentences on motivation



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MANAGEMENT (IMM)

Tentative Schedule

Date	Time		Room
until 05.04.2024	until 12:00	Application to ju.gabel@lmu.de	
10.04.2024		Announcement of participants	
22.04.2024	12:00 – 14:00 Uhr c.t.	Kick off and Introduction to concept development and study design	Prof.-Huber-Pl. 2 (V) - LEHRTURM-V002
29.04.2024	12:00 – 14:00 Uhr c.t.	Introduction to STATA (for Beginners)	IuK-Pool, Ludwigstr. 28, Raum 207
06.05.2024	12:00 – 14:00 Uhr c.t.	Session I: Field Study	IuK-Pool, Ludwigstr. 28, Raum 207
13.05.2024	12:00 – 14:00 Uhr c.t.	Session II: Lab Experiment	IuK-Pool, Ludwigstr. 28, Raum 207
20.05.2024		Pfingstmontag - Self Study	
27.05.2024	12:00 – 14:00 Uhr c.t.	Session III: Field Experiment	IuK-Pool, Ludwigstr. 28, Raum 207
03.06.2024		Self Study/Data Analysis	
10.06.2024		Self Study/Data Analysis	
17.06.2024	12:00 – 14:00 Uhr c.t.	Self Study/Data Analysis // Q&A-Session (if needed)	IuK-Pool, Ludwigstr. 28, Raum 207
21.06.2024	until 12:00	Submission of the thesis (send by e-mail to: ju.gabel@lmu.de)	
28.06.2024	Until 12:00	Submission of the presentation (send by e-mail to: ju.gabel@lmu.de)	
01.07.2024	12:00 – 14:00 Uhr c.t.	Presentations	Prof.-Huber-Pl. 2 (V) - LEHRTURM-W401



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