



# Advanced Empirical Marketing Research

**Summer Term 2023**

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## 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 Sandra Baringhorst ([Baringhorst@lmu.de](mailto:Baringhorst@lmu.de)) until **07.04.2023**
  - 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 **07.04.2023 12:00h (noon)** to [Baringhorst@lmu.de](mailto:Baringhorst@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

## Tentative Schedule

Date	Time		Room (ANGEFRAGT)
until 07.04.2023	until 12:00	Application to baringhorst@lmu.de	
12.04.2023		Announcement of participants	
<b>19.04.2023</b>	<b>14:00 – 16:00 Uhr c.t.</b>	<b>Kick off and Introduction to concept development and study design</b>	<b>Prof.-Huber-Pl. 2 (V), LEHRTURM-V005</b>
<b>26.04.2023</b>	<b>14:00 – 16:00 Uhr c.t.</b>	<b>Session I: Field Study</b>	<b>Cip-Pool Raum III (Ludwigstr. 28 RG - EG)</b>
03.05.2023		Self Study/Data Analysis	
<b>10.05.2023</b>	<b>14:00 – 16:00 Uhr c.t.</b>	<b>Session II: Lab Experiment</b>	<b>Cip-Pool Raum III (Ludwigstr. 28 RG - EG)</b>
17.05.2023		Self Study/Data Analysis	
24.05.2023		Self Study/Data Analysis	
<b>31.05.2023</b>	<b>14:00 – 16:00 Uhr c.t.</b>	<b>Session III: Field Experiment</b>	<b>Cip-Pool Raum III (Ludwigstr. 28 RG - EG)</b>
07.06.2023		Self Study/Data Analysis	
09.06.2023	until 12:00	Submission of the abstract & presentation (send by e-mail to: baringhorst@lmu.de)	
<b>14.06.2023</b>	<b>14:00 – 18:00 Uhr c.t.</b>	<b>Presentations</b>	<b>Ludwigstraße 28, 2. Stock, VG, Raum 211b</b>

Attention! Change of dates!



INSTITUTE FOR MARKET-BASED  
MANAGEMENT

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