



Advanced Empirical Marketing Research

Summer Term 2025

Dr. Armin Granulo
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: imm@som.lmu.de
www: <http://www.imm.bwl.lmu.de>



Objective

This seminar provides students with a comprehensive introduction to advanced empirical marketing research. To gain hands-on experience in the complete research process, students will replicate studies published in leading journals within the field of marketing research. This involves implementing a research design, formulating hypothesis, conducting an experiment, collecting and analyzing data, and writing a replication report. The course emphasizes the application of rigorous experimental techniques in marketing research.

- **Experimental Design:** Students will be introduced to the fundamentals of experimentation (e.g., treatment design, hypothesis formulation).
- **Experimental Methods:** The course will cover various experimental methods (e.g., between-subjects versus within-subjects designs).
- **Data Analysis and Interpretation:** Students will learn how to analyze and interpret experimental data. They will focus on assessing treatment effects, understanding interactions between variables, and drawing meaningful conclusions from their data.
- **Hands-on Experimentation:** Students will actively participate in the entire experimental process (e.g., creating surveys, collecting data, reporting results).
- **Academic Paper and Presentation:** At the end of the course, students will present their findings in an academic paper. This project will not only prepare students for academic research but also enhance their skills in conducting quantitative research and writing academic papers.

By the end of the course, students will have gained a structured approach to conducting high-quality empirical research. They will be equipped with the skills necessary to apply experimental methods to marketing analytics and prepare for advanced research tasks in the field.

Overview

Assignment

- M.Sc.: Preparation of seminar thesis and presentation based on experimental methods, usually in terms of 3 – 4 students

Results / Attainments

- PO 2018 & PO 2024 (6 ECTS):
 - 20-minute presentation with subsequent discussion and
 - Approx. 16-page seminar paper (22,200 characters, +/- 10%)
- Further requirements:
 - Presence at seminar dates
 - Active participation in the discussion of the seminar sessions

Application

- Participation limited to 12 persons – registration is required until **11.04.2025 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



INSTITUTE FOR MARKET-BASED
MANAGEMENT (IMM)

Course Schedule

Date	Time		Room
until 11.04.2025	until 12:00h (noon)	Application to ju.gabel@lmu.de	
21.04.2025		Announcement of Participants	
05.05.2025	12:00 – 14:00h c.t.	Kick off and Introduction to the Course	Ludwigstr. 28, RG 026
12.05.2025	12:00 – 16:00h c.t.	Session I: Experimental Design and Open Science	Ludwigstr. 28, RG 026
19.05.2025	12:00 – 16:00h c.t.	Session II: Experimental Methods and Reporting	Ludwigstr. 28, RG 026
26.05.2025	12:00 – 16:00h c.t.	Session III: Experimental Analysis and Interpretation	Ludwigstr. 28, RG 026
02.06.2025	12:00 – 14:00h c.t.	Tutorial: Introduction to Qualtrics (for Beginners)	Ludwigstr. 28, RG 026
09.06.2025		Pfingstmontag – Self Study	
16.06.2025	12:00 – 14:00h c.t.	Self Study // Q&A-Session (if needed)	Ludwigstr. 28, RG 026
23.06.2025		Self Study	
04.07.2025	until 12:00h (noon)	Submission of the Thesis and Presentation (send by e-mail to: ju.gabel@lmu.de)	
07.07.2025	12:00 – 16:00h c.t.	Presentations	Ludwigstr. 28, RG 026



INSTITUTE FOR MARKET-BASED
MANAGEMENT

Dr. Armin Granulo
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: imm@som.lmu.de

www: <http://www.imm.bwl.lmu.de>

