



Advanced Empirical Marketing Research

Summer Term 2026

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: armin.granulo@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 able to collect, handle, and analyze empirical data. Finally, 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):
 - 15-minute presentation with subsequent discussion and
 - Max. 15-page seminar paper (22,200 characters, +/- 10%)
- Further requirements:
 - Two individual papers (max. 2 pages each) on Exercise I + II (with individual writing feedback)
 - Presence at seminar dates

Application

- Participation limited to 12 persons – registration is required until **08.04.2026 12:00h (noon)** to ju.gabel@lmu.de
- Application containing
 - CV,
 - Transcript of records and,
 - Three concise sentences on motivation



LUDWIG-
MAXIMILIANS-
UNIVERSITÄT
MÜNCHEN

LMU MUNICH
SCHOOL OF
MANAGEMENT

INSTITUTE FOR MARKET-BASED
MANAGEMENT (IMM)

Course Schedule

Date	Time		Room
until 08.04.2026	until 12:00h (noon)	Application to ju.gabel@lmu.de	
13.04.2026		Announcement of Participants	
20.04.2026	12:00 – 14:00h c.t.	Kick off and Introduction to the Course	Ludwigstr. 28, RG - 026
27.04.2026	12:00 – 16:00h c.t.	Session I: Experimental Design and Open Science	Ludwigstr. 28, RG - 026
04.05.2026	12:00 – 14:00h c.t.	Exercise I: Reading Scientific Papers and Open Science (Reading)	Ludwigstr. 28, RG - 026
11.05.2026	12:00 – 16:00h c.t.	Session II: Experimental Methods and Reporting	Ludwigstr. 28, RG - 026
18.05.2026	12:00 – 14:00h c.t.	Exercise II: Experimental Methods (Reading + Practice)	Ludwigstr. 28, RG - 026
01.06.2026	12:00 – 16:00h c.t.	Session III: Experimental Analysis and Interpretation	Ludwigstr. 28, RG - 026
08.06.2026	12:00 – 14:00h c.t.	Exercise III: Experimental Analysis (Practice)	Ludwigstr. 28, RG - 026
22.06.2026	until 12:00h (noon)	Submission of the Thesis and Presentation (send by e-mail to: ju.gabel@lmu.de)	
29.06.2026	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: armin.granulo@lmu.de

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

