

Marketing & Innovation Management

Advanced Empirical Marketing Research

Summer Semester

Institute:	Institute for Market-based Management
Lecturer:	Dr. Armin Granulo
Assistant:	Juliane Gabel
Weekly Hours:	4
Credits:	6 ECTS (Master)
Examination:	Written report and presentation
Prerequisites:	An application is required
Course Material:	Course materials can be found online (Website and Moodle)

Course Description & Main Objectives

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.

Lectures Overview

1. Kick off and Introduction to the Course
2. Session I: Experimental Design and Open Science
3. Exercise I: Reading Scientific Papers and Open Science (Reading)
4. Session II: Experimental Methods and Reporting
5. Exercise II: Experimental Methods (Reading + Practice)
6. Session III: Experimental Analysis and Interpretation
7. Exercise III: Experimental Analysis (Practice)
8. Q & A (if needed)

Literature

Readings will be distributed over the course of the semester.