

# 6109 Marketing Ethics

Seminar in Marketing - Bachelor

Summer Term 2025

(- updated February 13<sup>th</sup> -)

Application			
	Application submission deadline: Monday, June 2 <sup>nd</sup>	11:59 pm (23:59) via Moodle <a href="https://moodle.europa-uni.de">https://moodle.europa-uni.de</a>	LS Marketing (Brunk & Eisend) (Bewerbungsverfahren)
Welcome Session: Introduction Session			
M.Sc. Sofiia Kanevska M.Sc. Joseph Riley	Thursday, June 5 <sup>th</sup> *	2 pm – 6 pm	Room GD-102
Interim Meeting: Outline and Research Questions Presentations			
M.Sc. Sofiia Kanevska M.Sc. Joseph Riley	Thursday, June 26 <sup>th</sup> *	2 pm – 6 pm	Room GD-04
Individual Consultations**			
M.Sc. Sofiia Kanevska M.Sc. Joseph Riley	Thursday, June 19 <sup>th</sup> ** Request appointment by Tuesday, June 17 <sup>th</sup> , 1 pm	2 pm – 6 pm	Room HG-049/050 or online
M.Sc. Sofiia Kanevska M.Sc. Joseph Riley	Thursday, July 3 <sup>rd</sup> ** Request appointment by Tuesday, July 1 <sup>st</sup> , 1 pm	2 pm – 6 pm	Room HG-049/050 or online
Paper Submission			
	Deadline: Thursday, July 10 <sup>th</sup>	1 pm	via Moodle
Examination: Final Presentations			
Presentations and discussions	Wednesday, July 16 <sup>th</sup> *	3 pm – 8 pm	Room GD-04
	Thursday, July 17 <sup>th</sup> *	2 pm – 8 pm	Room GD-04
	Friday, July 18 <sup>th</sup> *	9 am – 8 pm	Room GD-04

**\* Attendance of all meetings is compulsory**

\*\*One-to-one consultations by appointment: every student is entitled (but not obliged) to take one or both individual consultations.

## Relevance

This seminar will focus on marketing ethics and its influence on marketing practices. In this Bachelor seminar, participants will receive input on how to conduct a literature review, how to structure and write an academic paper, and how to present and defend it. Seminar paper topics will be provided and allocated during the introduction meeting. Students will be given feedback throughout the paper writing process in form of individual appointments with their supervisors as well as in plenum when presenting their paper outlines during the second meeting. The finalized seminar papers will be presented and discussed during the final meetings of the seminar.

## Objective

This course aims to introduce the topic of consumer psychology to students at the Bachelor level.

Participants will:

- 1) learn how to write a scientific research paper and apply this knowledge by writing a seminar thesis
- 2) acquire knowledge on how to carry out a thorough literature review for a specific topic
- 3) develop an understanding of and acquire skills for time management in a research project
- 4) present and discuss the seminar thesis

For students unfamiliar with literature reviews, this course can serve as a suitable introduction for writing a Bachelor thesis.

## Course Format

This course uses an interactive learning approach. Learning objectives shall be achieved through a mixture of lecture materials, presentations, an interactive forum for Q&As, individual consultations with the lecturers, and peer discussions during meetings. The course will be taught and evaluated in English, i.e., all lecture materials, consultations, and seminar papers will be in English.

## Mode of Communication

**Communication for any course-related matters will take place exclusively on Moodle.** We will not answer individual email requests. Instead, we will open a communication thread for general questions in Moodle, where we can reply directly to your posts and all course members can benefit from the information we provide in our answers.

## Prerequisites:

- Successful completion of a **Marketing Introduction** class is a requirement.
- The number of students who can participate in this seminar is limited. If the number of applicants exceeds the spaces available, students will be selected based on their grades in previous marketing classes.
- **Attending all meetings is compulsory. No exceptions will be made and absence will lead to failing the course.**

## Examination

In order to receive 6 ECTS course credits, you must write a paper (in English) and submit it in accordance with the deadline (Thursday, July 10<sup>th</sup>, 1 pm via Moodle), and you need to present and defend your paper, usually together with a fellow student, during a seminar meeting, provided your paper has been approved by the supervisors. No alternative examination procedures will be offered. No exceptions will be made and late submissions will not be accepted and will be evaluated with a grade of 5.0.

## Expectations for the seminar paper:

Please carefully read the thesis manual provided on the website of the Chair of Marketing ([Guidelines for Seminar Papers and Degree Theses](#)). All formal requirements detailed in the manual are part of the evaluation scheme and contribute to the final grading.

## Slides and all other materials

All materials relevant for the lecture will be uploaded on Moodle (<https://moodle.europa-uni.de>).

## Application Procedure

Via Moodle: <https://moodle.europa-uni.de> LS Marketing (Brunk) (Bewerbungsverfahren)

In order to apply, please fill in the application form, adding a record of your grades (“Notenausdruck” for Bachelor). We accept records in German or English. If you have a different grading system at your home university, please make sure to convert your grades to the German grading system.

**Please note:** If you are accepted to participate in the seminar, we will inform you after the application deadline and the instructor will add you to the course on Moodle.

## Contacts

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Consultations by appointment (HG, Room 049/050)

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