



EUROPA-UNIVERSITÄT
VIADRINA
FRANKFURT (ODER)

Seminar (Master)

Summer Term 2020

The Five Senses in Marketing & Management

Course instructor: Silke Knoll

The seminar deals with topics in marketing and management, in particular, diverse topics about the importance of our senses in marketing and management research and practices.

If you are interested in participating in the seminar, please upload your application documents to Moodle (LS Marketing (Brunk & Eisend) (Bewerbungsverfahren) -> Seminar: The Five Senses in Marketing & Management (Silke Knoll) -> Submit application) **by April 15, 2020, 1 p.m.**

IMPORTANT: The application documents should consist of (i) the filled-in application form (provided on moodle), (ii) the record of your grades for Bachelor **and** Master ("Notenausdruck") and (iii) your answers of two given questions (see application form) merged as one (!) PDF file.

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. Only complete applications that are handed in due time will be considered.

The number of students that can participate in the seminar is limited. All participants must have successfully passed a marketing introduction class. In case more students apply for the seminar, students will be chosen based on their performance in previous



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marketing classes. No other selection criteria (e.g., the duration of the study) will be considered.

Due to our current situation the topics will be given via e-mail on **Wednesday, April 22, 2020**. Students have to hand in the thesis **by June 29, 2020, 1 p.m.** No exceptions will be made to this deadline. The seminar takes place on **July 10 (9 am till 8 pm; room HG 162) and July 11, 2020 (9 am till 8 pm; room HG 104)**. Further details concerning the schedule of the seminar will be announced later.

To receive 6 ECTS points, students have to write a thesis (in English) and present the thesis during the seminar meetings (in English). Furthermore, students must participate in all seminar meetings. No exceptions will be made.

Please carefully read the thesis manual provided on the website of the chair of marketing II. All formal requirements detailed in the manual are part of the evaluation scheme and contribute to the final grading.

Please note: Once you were accepted to participate in the seminar, we will inform you via e-mail. Only after successfully confirming your participation in the seminar, the instructor will add you on Moodle (<https://moodle.europa-uni.de/>). If you do not confirm your participation, we reserve the right to give your spot to the next person on the waiting list.

For further questions, please contact **Silke Knoll** via e-mail (knoll@europa-uni.de).