



Seminar in Marketing (6109) - Bachelor

“The Promises and Perils of GenAI in Marketing”

Summer Term 2026

Content

This seminar introduces students to the transformative role of GenAI in marketing. Participants will explore how GenAI reshapes marketing across research, strategy, and action (i.e., marketing mix), by automating tasks, enhancing human capabilities and, at times, replacing them. Students will critically engage with the promises and perils of GenAI in marketing across the different stakeholders of the marketing ecosystem. Importantly, the seminar will also equip students with academic research skills by guiding them through the process of conducting and writing a systematic literature review paper.

Learning Objectives

The seminar provides an introduction to the topic of GenAI in marketing for students at the Bachelor level.

Participants will:

- acquire knowledge about GenAI in marketing regarding areas of application, opportunities and benefits, but also risks and threats
- learn how to carry out a systematic literature review for a specific topic
- learn how to write a systematic literature review paper

Application Procedure and Prerequisites

If you are interested in participating in the seminar, please complete the application form (provided on the website) and upload it on [Moodle](#) (LS Marketing (Bewerbungsverfahren) by **April 13, 12 noon**. Please add a record of your grades (“Notenausdruck”) as one 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 arrive in due time will be considered.

To qualify for participation in the seminar, you must have successfully passed a marketing introduction class. The number of students that 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.

After the application deadline, applicants will be contacted and given further information on how the course will proceed.

Examination

To pass the seminar and to receive 6 credit points, students have to write a seminar paper (in English) and present and defend the paper successfully during the seminar meetings. Furthermore, attending all meetings (except for the individual consultations) in full length is mandatory. No exceptions will be made and absence will lead to failing the course. Please carefully read the [Thesis Manual](#) provided on

the website of the Chair of Marketing. All formal requirements detailed in the manual are part of the evaluation scheme and contribute to the final grading.

Students have to hand in their seminar paper by **June 26, 1 pm**. No exceptions will be made and late submissions will not be accepted and will be evaluated with a grade of 5.0. Students need to present their paper during the last seminar meeting, provided the paper has been approved by the supervisor. Further details concerning the requirements and schedule of the seminar presentations will be announced in due time.

Schedule & Dates

Deadline for applications	April, 13	12 noon
Introduction, assignment of topics, and introduction to scientific paper writing	April, 20	10am – 1pm
Individual consultations *	May, 8	9am – 1pm
Individual consultations *	May, 21	9am – 1pm
Presentation and discussion of outlines	May, 29	9am – 1pm
Individual consultations *	June, 12	9am – 1pm
Deadline for paper submission	June, 26	1pm
Final presentations	July, 10 & July, 11	9am – 8pm

* One-to-one consultations by appointment: every student is entitled (but not obliged) to take a **maximum of two consultations**.