

Master Seminar (6671)

“(Gen)AI in Marketing”

Winter Term 2026/2027

Content

This seminar introduces students to the transformative role of (Gen)AI in marketing. Participants will explore how (Gen)AI reshapes marketing practices 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 (Gen)AI in marketing across the different stakeholders of the marketing ecosystem. The seminar also equips students with academic research skills by guiding them through the process of conceptualizing, writing, and presenting a research proposal.

Learning Objectives

The seminar aims to provide an introduction to the topic of (Gen)AI in marketing for students at the Master level.

Participants will:

- acquire knowledge about (Gen)AI in marketing in terms of areas of application, opportunities and benefits, but also risks and controversies
- learn how to write a scientific research paper, apply this knowledge by writing a research proposal, and develop and draft an experimental research design
- learn how to conduct a thorough literature review for a specific topic
- learn how to draft, present, and discuss a research proposal

For students unfamiliar with empirical (experimental) research, this course can serve as a suitable introduction for writing a Master thesis.

Application Procedure and Prerequisites

The seminar deals with topics related to (Gen)AI in marketing. If you are interested in participating in the seminar, please fill in the application form (provided on the website) and upload it on [Moodle LS Marketing \(Bewerbungsverfahren\)](#) by **October 16, 1 pm**. Please add a record of your grades (“Notenausdruck” for Bachelor and Master) 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 research proposal paper (in English) and present and defend the paper successfully during the seminar meetings. Furthermore, attending all meetings in full length is compulsory. 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 research proposal paper by **January 4, 1 pm** via [Moodle](#). 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 two seminar meetings, 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	October, 16	1pm	
Introduction, assignment of topics, and introduction to scientific paper writing	October, 23	10am – 1pm	AM 204
Individual consultations *	November, 6	9am – 1pm	
Individual consultations *	November, 13	9am – 1pm	
Presentation and discussion of outlines	November, 27	9am – 1pm	AM 204
Individual consultations *	December, 11	9am – 1pm	
Deadline for paper submission	January, 4	1pm	
Final presentations	January, 22-23	9am – 8pm	HG 162

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