

Diversity, Equality, and Inclusion in Marketing

Seminar: Gender and Diversity (Master; 6814), Winter Term 2026/27

--- preliminary

Application			
	Application submission deadline 11.11.2026	1 pm via Moodle	https://moodle.europa-uni.de LS Marketing (Bewerbungsverfahren)
Welcome Session: Introduction, how to write a scientific paper, assignment of topics			
Dr. Anna Rößner	Wednesday 18.11.*	10 am - 3 pm	Room GD 04
(Guest lecture) + individual consultations**			
Guest lecturer Dr. Anna Rößner	Wednesday 09.12.*	10 am -12 am 12 pm - 4 pm	Room GD 04 Presentation of topic and literature (min. 3 relevant scientific articles)
Presentations of research questions (RQ) and outlines + feedback			
Dr. Anna Rößner	Monday 14.12.	1 pm	Submission of RQ & outline via Moodle
	Wednesday 16.12.*	10 pm – 16 pm	Room GD 04
(Guest lecture) + individual consultations**			
Guest lecturer Dr. Anna Rößner	Wednesday 13.01.*	10 am -12 am* 12 pm - 5 pm	Room GD 04 Presentation of research design
Submission paper			
	Deadline: Wednesday 20.01.2027	1 pm	via Moodle
Examination: Final presentations			
Presentations and discussions	Thursday, 28.01. Friday, 29.01.* Saturday, 30.01.*	1 pm 9 am – 6 pm 9 am – 6 pm	Submission of final presentation Room GD 312 Room HG 162

*** Attendance is compulsory**

******One-to-one consultations by appointment: every student is required to present and discuss the progress of the project during two individual consultations.

Relevance

Diversity, equality, and inclusion (DEI) have become increasingly important and increasingly contested topics in contemporary society and marketing. Consumers differ in terms of characteristics such as race, ethnicity, caste, gender, sexual orientation, socioeconomic status, physical and mental ability, age, political and religious beliefs, country of origin, and the intersection of multiple identities. Consequently, marketers face the challenge of understanding increasingly diverse consumer needs while navigating complex ethical, social, political, and commercial expectations. In recent years, however, the context in which companies engage with DEI has changed substantially. Inclusive marketing is no longer discussed only as a question of representation or market opportunity. In many countries, and particularly in the United States, corporate DEI initiatives have become politically polarized and publicly contested. Companies have faced criticism both for engaging in DEI initiatives and for abandoning them. At the same time, consumers increasingly question the authenticity of corporate social initiatives and whether corporate communication is aligned with actual organizational practices. This has intensified debates around performativity, tokenism, “woke washing,” and the credibility of corporate social initiatives. This seminar examines the role of diversity, equality, and inclusion in marketing and consumer research. It focuses on the ethical, social, strategic, and psychological implications of inclusion and exclusion across different marketing contexts, including advertising, branding, product development, innovation, digital platforms, and consumer well-being. Rather than treating inclusive marketing as inherently positive, the seminar critically examines when, why, and for whom inclusion creates value. It also considers situations in which inclusive marketing may produce unintended consequences, backlash, exclusion, stereotyping, or consumer skepticism. In this interactive research seminar, students will develop their own theory-driven research question based on an individual literature review. They will critically engage with current academic research and contemporary debates and develop a research proposal addressing a specific question related to diversity, equality, inclusion, exclusion, or consumer well-being in marketing. The seminar also provides practical training in conducting literature reviews, developing theory-driven research questions, formulating hypotheses or research propositions, designing empirical studies, and communicating academic research. Students will receive feedback throughout the research process and will learn how to present and critically discuss research proposals in a scientific manner.

Objective

This course aims to provide an introduction to the topic of diversity, equality and inclusion in marketing and consumer behavior for students at the Master 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 how to conduct empirical research
- 4) present and discuss the research proposal

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

Course Format

This course uses an interactive learning approach. Learning objectives shall be achieved through a mixture of lecture materials, presentations (and guest lectures), an interactive forum for Q&As, individual consultations with the lecturers, as well as the development of a scientific research proposal.

Mode of Communication

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

Prerequisites

- The course will be taught and evaluated **in English**, i.e. all lecture materials, consultations and seminar papers will be in English.
- Successful completion of a Marketing Introduction is required.
- 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.
- **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, hand in and present your seminar paper and final presentation in accordance with the deadline (**Wednesday 20.01.2027** at 1 pm via Moodle). No alternative examination procedures will be offered. No exceptions will be made and late submissions will not be accepted and evaluated with a grade of 5.0. The final grade will be based on the seminar paper (50%) and the presentations (50%).

Expectations for the seminar paper:

Please carefully read the [thesis manual](#) provided on the website of the chair of marketing. General guidelines for writing a seminar thesis will apply and can be found in the thesis manual. However, please note that for this seminar you will be writing a research proposal (not just a theoretical) seminar paper. Thus, additional requirements above and beyond a theoretical thesis are as follows:

- The final paper must not exceed 10 pages including references/bibliography.
- Since this is a *research methods* course, we expect a thorough description of the study design and a reasoning for the study design choices made.

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 (Bewerbungsverfahren)

In order to apply, please fill in the application form adding a record of your grades ("Notenausdruck" for bachelor and master). 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: Once accepted to participate in the seminar, we will inform you via email. Only after you successfully confirm your participation in the seminar, the instructor will add you to the course in Moodle. If you do not confirm your participation by the deadline given in the email, we reserve the right to give your spot to another applicant.

Contact

Dr. Anna Rößner, roessner@europa-uni.de HG 049/050