



Course Title: Empirical Research in Marketing, Business Psychology, and Related Fields

Course number	14266.0105
Time and Location	<ul style="list-style-type: none">• 16.04., 09:00-14:00: Kick-off meeting• 30.04., 9:00-19:00: Presentation and discussion of assigned papers• 14.05., 9:00-19:00: Presentation and discussion of own research idea and corresponding research design All in room 4.301 (Sibille-Hartmann-Str. 2-8, Zollstock)
Credit Points	6 ECTS
Type of course	<ul style="list-style-type: none">• „Fachspezifische Kurse“ (doctoral students)• „Research in Marketing“ (Research Track)“ (PO 2015, master students)

1. Objectives

This course is designed to provide students with a hands-on understanding of empirical-quantitative research in marketing, business psychology, and related fields as well as to enable students to critically evaluate published research.

Through a critical review of the existing literature, presentations and discussions students become acquainted with common problems in empirical marketing research and advanced methods to solve them. Most importantly, students have to (i) present an empirical paper in the domain of marketing, business psychology or related fields, (ii) serve as a discussant on a second paper (with a focus on avenues for future research), and (iii) develop and present a detailed research agenda for an own empirical study that extends the paper from (i) in a substantive way. The latter may also include running and presenting a first empirical pretest of the research idea.

2. Prerequisites

Students should have a solid foundation in statistics/econometrics and be familiar with multivariate data analysis.

3. Max. number of participants

The course is open to all doctoral students of the Faculty of Management, Economics and Social Sciences as well as to master students who have a strong interest in empirical research – PO 2015, module “Research in Marketing”. The course is limited to a maximum number of 7 doctoral students and 3 master students (PO 2015).





4. Language of instruction

English or German – if all participants speak German, students can choose the language of their presentations.

5. Registration

Students who want to attend this course need to register.

Doctoral students: The deadline for registration is March 31, 2020.

Please send an email to Daniela Schneiders (office.voelckner[at]wiso.uni-koeln.de) which should inform about:

- your name
- your birth date
- your contact email address
- whether you are a CGS doctoral student or a doctoral student of the Faculty of Management, Economics and Social Sciences or a master student
- the supervisor of your doctoral thesis and topic
- your background in statistics/econometrics and empirical research

Master students (PO 2015): You need to register via KLIPS 2.0 within the first “Belegungsphase” January 29, 2020 – February 11, 2020 (<http://klips-support.uni-koeln.de/index.php/Termine>). In addition, please send an email to Daniela Schneiders (office.voelckner[at]wiso.uni-koeln.de) which should inform about:

- your name
- your birth date
- your contact email address
- your specialisation/major
- your background in statistics/econometrics and empirical research

6. Working requirements and assessment method

The course is eligible for 6 ECTS. The grade will be based on the following things:

- Presentation of assigned paper and serving as a discussant of another paper.
- Development and presentation of a new empirical research idea:
 1. What is the problem? Why is it relevant for scientific research and managerial practice and non-trivial (i.e., why is the problem complex to solve)? What is the objective of the project? These questions basically involve positioning an empirical project/paper, which is one key learning objective of this course
 2. (Preliminary) research question(s) and hypotheses.
 3. Detailed description of the planned empirical study/studies including the measures (structure of the questionnaire), the study design (e.g., experimental setup) and the data collection procedure.
 4. A brief description of the planned analyses (e.g., appropriate methods) and expected results.



- Class participation

7. Teaching staff

- Prof. Dr. Franziska Völckner (Department of Marketing and Brand Management)

8. Coordination/Contact

Daniela Schneiders ([office.voelckner\[at\]wiso.uni-koeln.de](mailto:office.voelckner@wiso.uni-koeln.de)), Department of Marketing and Brand Management.

