

The chair of Marketing and Research Methods (Prof. Maren Becker) at the ESCP Business School Berlin is currently looking for a student assistant.

Student Assistant (m/f/d) (10 hours per)

The position is temporary and the duration is ideally longer than 5 months. An extension is usually possible. You can work from anywhere in Germany.

The Chair of Marketing and Research Methods focuses on research in the field of marketing strategy. The starting points of the research projects are mostly impulses from the business world. Therefore, we often cooperate with different companies (e.g. Nielsen Company, GFK or SevenOne Media) and international researchers (e.g. from the USA, Canada, the Netherlands).

Your **main task** would be to support the chair with teaching and research activities. These would, for example, include:

- Preparing lecture slides
- Literature search
- Preparation of data
- Minor data analyses (regressions, correlations, factor analysis, etc. – depending on your knowledge and statistical background)

Requirements:

- Good knowledge of MS Word, PowerPoint and Excel
- Very good English language skills
- Sense of responsibility, commitment and diligence

In the area of research, you would specifically help with one of the current projects. In this project, we are working with SevenOneMedia, one of the biggest broadcasters in Germany, to investigate how advertising content influences consumers' zapping behavior.

If you are interested, please send a brief email with your CV (including which software/tools you are proficient in, e.g. Excel, PowerPoint, R, SPSS, Stata and the possible starting date) to mbecker@escp.eu.

Preferred start date is the first of February 2021.

About ESCP Business School: ESCP Business School is an international business school with campuses in 6 major European cities. Founded in 1819, ESCP is the oldest business school in the world. To this day, the business school regularly occupies top positions in the rankings of the Financial Times. The academic focus of ESCP Berlin is on entrepreneurship, sustainability and digitalization.