

Master Seminar-Virtual Seminar on Research in Interactive Marketing

In this virtual seminar, we study interactive marketing as a form of marketing communication that installs a line of communication interaction between the marketer and the potential customer.

Each seminar participant is assigned to a topic (individual work) with two or three papers.

The seminar presentation should briefly report on the procedures and results of the studies and identify the general link between the studies.

In the seminar paper, the contents of the presentation should be extended by connecting the assigned papers to a broader literature overview.

In addition to the assigned papers, we supply a couple of basic papers introducing interactive marketing.

Presentations will be given online via Skype conference. Participants are required to have a Skype account that is active and reachable from the university system.

Seminar papers (12 pages +/- 10%) are due after the presentations, giving the participants an opportunity to improve on their work based on the comments of the audience.

If you are interested in the seminar please enrol into the e-learning group: > <https://elearning.ovgu.de/enrol/index.php?id=388>
(https://exchange.ovgu.de/owa/redir.aspx?C=9iWUpD_YInL13U6ZNYEFcGUzUb-sU5tjqaePmq6c5PeKgTpGEA_VCA..&URL=https%3a%2f%2felearning.ovgu.de%2fenrol%2findex.php%3fid%3d3880)