

# Masterseminar

at the Chair for Marketing and Innovation

Announcement, dates and deadlines

Summer Semester 2025



In the Summer Semester 2025 the Chair of Marketing and Innovation offers **one Masterseminar**.

Seminar (Nr. 34520)	
<b>Main Topics</b>	Qualitative Interviewforschung zu aktuellen Marketing-Themen
<b>Supervisors</b>	Isabel-Sophie Lazarovici, Corinna Braun
<b>No. of places</b>	12
<b>Time Period</b>	Sommersemester 2025



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- The topic of the seminar is **qualitative interview research**. The seminar is conducted on current topics at the Chair of Marketing and Innovation in B2C marketing.
- The **goal** is to conduct independent empirical qualitative research on a topic from the areas mentioned based on theories of consumer behavior as part of group work.
- Students thereby gain experience in collecting and analyzing data as well as presenting research results.
- The seminar is also designed to **optimally prepare you for a (qualitative) Master's thesis in the field of marketing**.



## Group work on a scientific research question

- **Interim Presentation:** 20%
- **Final Presentation:** 20%
- **Seminar Paper:** 60%
  - Approx. 15 pages (exkl cover sheet, lists, references, appendix)
  - 1,5-lines
  - APA-Format
  - Further requirements will be discussed in detail at the kick-off meeting.
- **Active participation in the seminar**
- The seminar performance is a portfolio examination



We reserve the right to adapt the program and group assignments to the specific content requirements of the seminar at a later date.

## Application

- **from 14.01.2025 (9:00) until 20.01.2025 (23:59)**
- E-Mail (with the subject line: „Seminarbewerbung Masterseminar [own matriculation number]“) to [Isabel-Sophie.Lazarovici@uni-passau.de](mailto:Isabel-Sophie.Lazarovici@uni-passau.de)
- **Required documents** (please in a collective PDF file, documents not as photos):
  - Short letter of motivation (max. 1 page)
  - Curriculum vitae in tabular form with Abitur grade and Bachelor's grade
  - Current overview of grades from the Master's program (HisQis printout)
  - Highschool Diploma (Abiturzeugnis)
  - Name of the file: **[Surname]\_[Firstname]\_Bewerbung\_Masterseminar\_SoSe25.pdf**
  - **Please note that only complete applications can be considered!**

- **Number of participants:** max. **12** participants
- **Participant selection process:**
  - Best-Principle (Besten-Prinzip), i.e. the best performing applicants will be considered first

Application Period	14.01.2025 (09:00) until 20.01.2025 (23:59)
Announcement of the first acceptances	until 24.01.2025 (12:00)
Deadline for binding acceptance of the confirmed places	until 27.01.2025 (09:00)
Succession procedure (Nachrückverfahren)	27.01.2025 – 31.01.2025
Deadline for acceptance of confirmed places or possibility of withdrawal	until 10.02.2025 (09:00)



Kick-Off	24.04.2025 (Thursday)
Input 1: Qualitative Research	25.04.2025 (Friday)
Intertim Presentation	22.05.2025 (Thursday)
Input 2: Qualitative Research	26.05.2025 (Monday)
Final Presentation	24.07.2025 (Thursday)
Submission of the seminar paper	31.08.2025 (Sunday)



We reserve the right to postpone the specified dates.

The exact dates, times and rooms will be announced before the start of the seminar.

**We are looking forward to your application!**

