

1. Messecontrolling: Kritische Evaluation von B2B-Messen aus Ausstellersicht (für MiMM- und SIM-Studierende)

Messen sind teuer - ihre Effektivität und Effizienz muss gerade in B2B-Unternehmen hinterfragt werden. Wie lässt sich die Effektivität von Messen beurteilen? Wie lässt sich die Wirtschaftlichkeit im Vergleich zu anderen Kommunikationsinstrumenten (z.B. eigenen Events) bewerten? (empirische Untersuchung)

29. Brand Building in Cinema (English or German, for MiMM- and SIM-Students)

Flow potential of motion picture advertising. In how far hold cinema, TV and YouTube the potential to create a flow experience and what are the main drivers?

32. Crossmedia KPI's – is GRP the right tool to measure impact? A critical evaluation among other premium media channels. (English or German, for MiMM- and SIM-Students)

Gross Rating Points are an established method to see how many people are reached by a certain message, yet the question remains if it makes sense to extend this KPI by a metric for contact quality. Which examples in the premium sector can be used to showcase learnings from other media categories?

33. Motion picture advertising – quo vadis? (English or German, for MiMM- and SIM-Students)

Are the mostly common ways of the market to assess the advertising impact still a good fit for today's media landscape?

34. Pricing models in premium advertising (for MiMM- and SIM-Students)

Pricing models in premium advertising as a cross-media comparison between all premium channels with special hindsight on cinema advertising. How can cinema advertising cater best to the generally premium-affine cinema visitor?

39. Spitalmarketing & Recht: Möglichkeiten und Grenzen des Marketings für Spitäler (Deutsch, für MiMM- und SIM-Studierende)

Wann und in welcher Form ist Marketing für Spitäler erlaubt? Welche besonderen Einschränkungen gibt es? Wie ist der Stand in der Praxis? Welche Graubereiche gibt es? Wie sind die Unterschiede im deutschsprachigen Raum? Besonderheiten für das Online-Marketing?

40. Privacy as Strategy: How to create and implement customer-centric data privacy marketing strategies? (Bachelor or Master, German or English)

Although marketers increasingly rely on customer data, firms have little insight into the ramifications of such data use and do not know how to prevent negative effects. Possible topics can be looked at from a psychological or economic point of view:

Privacy psychology: Which costumers see themselves as vulnerable in regards to misuse of data? What kind of data do customers see as "valuable" and why? What does the customer expect in exchange for his data?

Customer economy: How can we address cultural difference in customer's privacy needs? How can we gather reliable customer data under GDPR? How can privacy be sustainably implemented into a company's strategy?

52. Reimagining Executive Education (Bachelor or Master, German or English)

Executive education has changed permanently in response to the COVID-19 pandemic. Even when normalcy is within sight and physical formats are possible again, a simple return to the situation before the pandemic is unlikely. Instead, innovations and new teaching formats will shape the future of executive education. We are looking for students (Bachelor & Master) who would like to address the following and similar questions in their thesis: Which new formats and tools are used in online education? How can online executive education be composed for the long term? What are the strategies needed for successful online education formats? The thesis is supervised by Prof. Dr. Marcus Schögel and supported by Hannah Leimert.

53. Buying Center Strategies in Industrial Goods Marketing (for MiMM- and SIM-Students, German or English)

Most B2B decisions are buying center decisions - whether they involve equipment transactions, IT investment decisions, or the listing of cancer drugs in a hospital. Different models distinguish decision makers, users, influencers, gatekeepers and information selectors or expert and power promoters. The aim of the thesis would be to critically reflect the current state of the discussion in science and practice. Furthermore, it should be shown which strategies for influencing buying center decisions are successful in which situation.

54. Post-purchase product evaluations: How do consumers evaluate products and/or marketing messages after the purchase? (Master, German or English)

Product evaluation, the process of *examining* and *assessing* products by consumers, has been a well-studied domain in consumer- and marketing research. Prior research has largely focused on pre-purchase product evaluation. Yet, the process of *how* consumers form evaluations of products after the purchase remains implicit.

The aim of the master theses is to examine the processes leading to product evaluations. Possible research questions include, but are not limited to, the followings:

- How do consumers systematically evaluate advertising messages?
- How do consumers systematically compare products after the purchase?

A qualitative research design is best suited to answer these exploratory research questions. Possible methods include:

- Interviews
- Netnography (data collection through immersing in social media)
- Ethnography (e.g. home-visits)

If possible, data should be collected in German-speaking regions. Therefore, German language skills are advantageous. The thesis can be written in English or German.

55. Customer Journey Management bei Weiterbildungsentscheidungen in Marketing, Kommunikation & Verkauf: Kundenprozessanalyse und kritische Evaluation? (for MiMM- and SIM-Students, German or English)

Intensive Zusammenarbeit mit dem Institut für Marketing & Customer Insight (Führungskräfteweiterbildung) sowie mit der Agentur Dr. Marc Rutschmann AG; qualitative Befragung von (Nicht-)Seminarteilnehmenden; Erstellen einer Kundenprozessanalyse; Herauskrystallisieren von Magic Moments; kritische Evaluation

58. Buying Center Analysis – A State of the Art (English or German, for MiMM- und SIM-Students)

The Buying Center Concept has been a major step in explaining organizational purchasing behavior (Johnston & Bonoma, 1981). While the research foundation for this concept is strong, in the past few years, marketing research has focused on new phenomena and concepts (e. g. Macdonald, Kleinaltenkamp, & Wilson, 2018). With the acceleration of digitization not least due to Covid-19 in the past few months, there is urgent need to update our understanding of the buying center by integrating recent developments in marketing research and further analyzing the concept.