

Masterseminar

Chair of Marketing and Innovation

Announcements, Dates, and Deadlines

Winter Term 2026/2027



The Chair of Marketing and Innovation is offering a Master's seminar in the winter term 2026/2027.

Seminar (34520)	
Topic	Emerging Challenges in Digital Marketing
Instructor	Prof. Dr. David Schindler
Places	6
Duration	Winter term 2026/2027



Prof. Dr. David Schindler

Office Hours: | by appointment
Phone: | 0851 509-2421
Email: | david.schindler@uni-passau.de

- As digital technologies continue to reshape the marketing landscape, companies are facing a growing number of challenges. These include the integration of artificial intelligence into marketing processes and the emergence of new digital tools such as virtual influencers.
- This seminar explores **timely and relevant questions**, such as:
 - How can brands build effective partnerships with (virtual) social media influencers?
 - What makes images or videos shared by brands go viral on platforms like Instagram or TikTok?
- Working in **small groups**, students will develop their own research question within the field of digital marketing. They will design and conduct an experiment to investigate their topic and derive insights that are relevant for both academic research and marketing practice.
- The seminar serves as a **foundation for writing a Master's thesis** in Marketing.



The seminar is based on group work focused on a scientific research question

- **Interim presentation:** 20%
- **Final presentation:** 20%
- **Seminar paper:** 60%
 - Approx. 15 pages (excluding cover page, tables of contents, references, and appendix)
 - 1.5 line spacing
 - APA citation style
 - Further requirements will be discussed in detail during the kick-off session.
- **Active participation** throughout the seminar is expected.
- Assessment is based on a portfolio grading system.



Please note that the schedule and group assignments may be subject to change

Application

- **Application period: June 22, 2026 (09:00) to June 29, 2026 (23:59)**
- Please send your application via email (subject line: "Seminar Application Master's Seminar [your student ID]") to nour.mohamed@uni-passau.de
- **Required documents** (please combine all documents into one single PDF; do not submit photos of documents):
 - A short letter of motivation (max. 1 page)
 - A CV in tabular form, including high school (Abitur) and Bachelor grades
 - Current transcript of records from the Master's program (HisQis printout)
 - Copy of your high school diploma (Abiturzeugnis)
 - File name format: [LastName]_[FirstName]_Application_Masterseminar_WiSe2627.pdf

Please note: Only complete applications will be considered!

- **Number of participants:** Maximum of 6 participants

- **Selection process:**
 - Applicants with the strongest academic performance will be given priority.

Application period	June 22, 2026 (09:00) to June 29, 2026 (23:59)
Notification of initial acceptances	by July 03, 2026 (12:00)
Deadline to confirm your participation	by July 06, 2026 (09:00 Uhr)
Waiting list procedure	July 06, 2026 – July 10, 2026
Deadline to confirm acceptance of your place or to withdraw from participation	July 20, 2026 (09:00 Uhr)

Kick-Off	October 14, 2026 (Wednesday)
Preparation of the experiment	October 28, 2026 (Wednesday)
Interim presentation	November 11, 2026 (Wednesday)
Data collection	November 18 (Wednesday) – December 04, 2026 (Friday)
Final presentation	February 03, 2027 (Wednesday)
Submission of the seminar paper	February 28, 2027 (Sunday)



Please note that the announced dates are subject to change.

Final details regarding dates, times, and locations will be shared in the kick-off session.

We're excited to receive your application!

