

33901 Seminar: Masterseminar Marketing

Wintersemester 2023/24

Nr.	Thema
1	Stigmatization of Age in Marketing Contexts – A Systematic Literature Review
2	Stigmatization of Gender in Marketing Contexts – A Systematic Literature Review
3	Age Roles in Marketing Contexts – A Systematic Literature Review
4	Gender Roles in Marketing Contexts – A Systematic Literature Review
5	International Market Selection – A Systematic Literature Review
6	The Impact of Digitalization on the Path to International Operations – A Systematic Literature Review
7	Video Games and Wellbeing – A Systematic Literature Review
8	Consumer Motivations to Play Video Games – A Systematic Literature Review