

**Stigmatization in Marketing Practice:
Problem Solving with Systematic Literature Reviews**

Marketing practice has great responsibility when it comes to preventing stigma, but it lacks comprehensible, research-based guidelines on how to foster destigmatization

During the practice project, students ...

1. **introduce** this practice problem based on current practice cases
2. **summarize** research with a systematic literature review to solve this practice problem
3. **discuss** the relevance of their proposed practice problem solution

Problem → Solution → Relevance

04/10/23

Application opens

04/23/23

Application closes

07/20/23, 4 - 6 p.m.

Final presentation



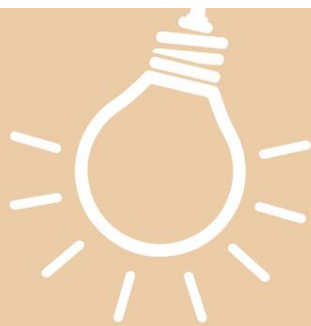
Master BA & ICBS
CV & Transcript of
Records

04/20/23, 4 - 6 p.m.
Kickoff

Thursdays, 4 - 6 p.m.
Checkpoints

5 ECTS
Master BA "Vertiefung IMM"
Master ICBS "Modulbereich C"

*Students who participate learn how to **analyze and structure complex problems** from marketing practice against their **theoretical and methodological knowledge***



**Make a
Difference**



More Details
in Stud.IP
(33904)