Bachelorarbeit in Marketing (B322a) "Empirische Analysen im Marketing"

Master Seminar (B520) "New developments at the intersection of Machine Learning, Causal Inference, and Marketing"

Summer Term 2024

University of Tübingen

Prof. Dr. Dominik Papies

Goals of this seminar

Content
- Get to know relevant phenomena in the field of marketing
- Develop implications for management and research

Method
- Application of empirical methods
- Get to know scientific methodology
- Get to know new methods

Tools
- Excellence in scientific work
- Excellence in presentation skills

Soft skills
- Pass on enthusiasm for scientific work
- Support networking of students

Seminar achievements

Content of the seminar thesis

- Develop relevant and interesting problem
- Derive appropriate theory
- Apply suitable empirical methods
- Develop implications for management and research

In written form

- **Individual** seminar thesis
- 12 pages

Oral

- Oral participation during the seminar meetings
- Presentation
  - within the research plan presentation
  - within the block seminar (15 minutes per student)
- Discussion and defense of thesis

Factors of success for a good grade

- **Time management**
    - Familiarize yourself with the topic early
    - Define milestones and stick to them

- **Teamwork**
    - Task sharing
    - Team discussions
    - Giving and taking

- **Assistance**
    - Prepare meetings with the supervisor
    - Assistance works best when you come for solving concrete problems
    - Set an appointment with your supervisor

- **Take scientific requirements seriously**
    - Scientific tools
    - Correct use of citations to indicate thoughts of other persons than the author
    - Make sure that the content you use, write down, and present in yours (and not generated by ChatGPT)

A note on time management

- Meet the instant-gratification-monkey (Tim Urban):
- https://www.ted.com/talks/tim_urban_inside_the_mind_of_a_master_procrastinator
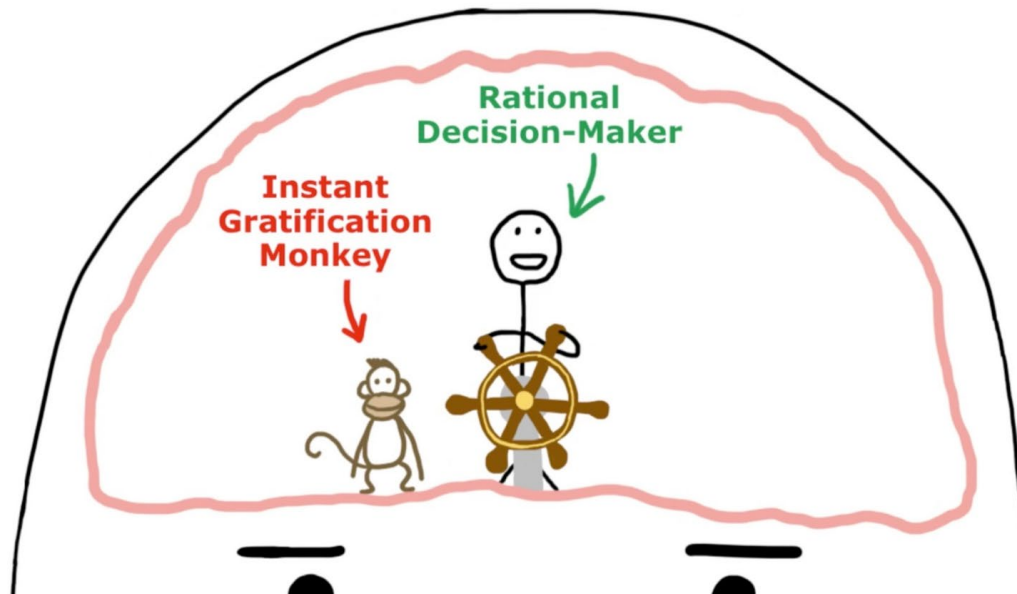
A note on time management
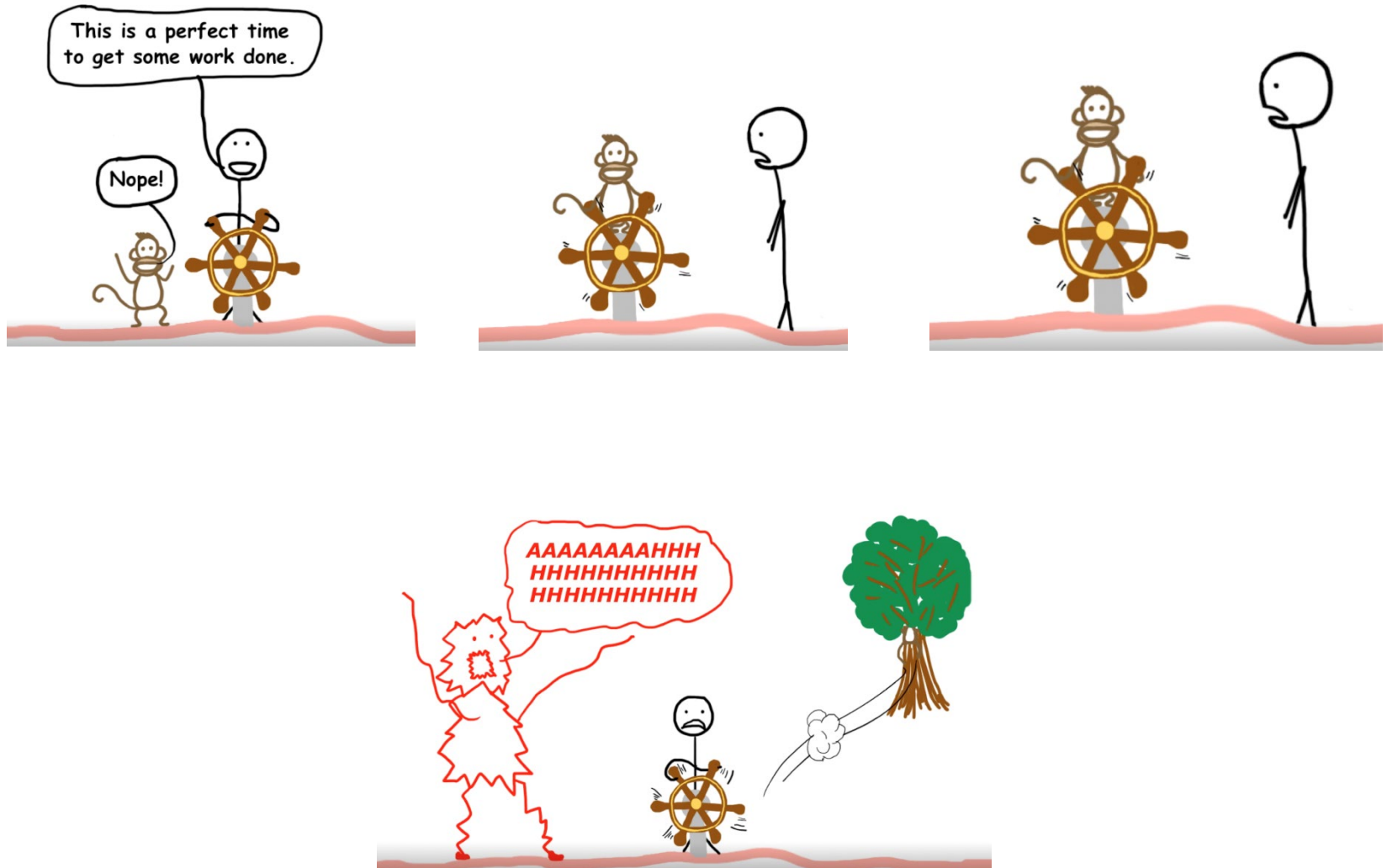
A comment on team work

- Teamwork is essential in this seminar, teamwork is essential in **business practice**
- Often, in the real world outside university, you cannot choose your team
- Sometimes, the team is challenging
- This is part of what we all have to learn
- Your grade will be based on your individual thesis, and your individual presentation
- Make sure that your group works, demand cooperation
- Raise a red flag with your supervisor if all attempts fail

Supervision

- We expect **you** to familiarize **yourself** with the necessary skills in terms of method and programming

- We will **support** you!
- E.g., with programming
  1. We provide introductory slides and video for data analysis with R
  2. We will offer two Q&A sessions to help you with problems regarding data analysis in R/Python
  3. We will support you with in case you have specific questions during your data analysis, and if you encounter problems that you cannot solve with your team mates or alone
- Make sure that you see your supervisor regularly
- You are welcome to ask and we are happy to help…
  … however, not every day ;)
- (we will not write the code for you, and we will not do the reading for you)

Dates B322a

- Montag, 08.04.2024 von 9:00 s.t. - 13:00 Uhr: Kick-off: Themenvergabe; Workshop „Wissenschaftliches Arbeiten"; Video und „Einführung in die Datenanalyse mit R" verfügbar (**SR 236 Neue Aula**)

- Donnerstag, 02.05.2024 von 9:00 s.t. - 13:00 Uhr: Q&A Session zur Programmierung mit R und Workshop „Präsentationstechniken" - Erlernen der Grundlagen für die Präsentation wissenschaftlicher Arbeiten (**SR 063 Neue Aula**)

- Freitag, 17.05.2024, **ganztägig Beginn tba**: Vorstellung des Forschungsplans (**SR 236 Neue Aula**)

- Montag, 17.06.2024 bis 12 Uhr s.t.: Abgabe der Bachelorarbeit – Postalische Zusendung der Arbeit (es zählt das Datum des Poststempels) bzw. Einwurf in den Briefkasten am Eingang der Nauklerstr. 47 + Upload in ILIAS

- Montag, 01.07.2024: Feedback-Veranstaltung - individuelle Terminvereinbarungen ganztägig

- Sonntag, 14.07.2024, 20 Uhr s.t.: Präsentation jeder Seminargruppe als Dateiupload in ILIAS

- Montag, 15.07.2024: ganztägiges Blockseminar (**SR 225 Neue Aula**)

+++ Bitte beachten Sie, dass die Teilnahme an allen Terminen obligatorisch ist. +++

Dates B520

- Monday, April 8, 2024 from 9:00am s.t. - 1:00pm: Kick-off and Topic Assignment and Workshop „Academic Writing"
(**SR 236 Neue Aula)**

- Thursday, May 2, 2024 from 9:00am s.t. - 1:00pm Workshop "Presentation Skills"
(SR 063 Neue Aula)

- Friday, May 17, 2024: All day Research Plan Presentation
(SR 236 Neue Aula)

- Monday, June 17, 2024 by noon (12pm) s.t.: Term paper is due – (you can drop your term paper in the letterbox outside the faculty (addressed to Chair of Marketing - Nauklerstr. 47) or send it by post (postmark date is relevant).) Containing 2 versions of the term paper with a filing clip (https://de.wikipedia.org/wiki/Heftstreifen) Submit the electronic version (pdf) of the term paper incl. analysis scripts as file upload in ILIAS.

- Monday, July 1, 2024: All day (dates will be coordinated individually) Feedback Session

- Wednesday, July 17, 2024, 8pm s.t.: Upload Presentation in ILIAS

- Thursday, July 18, 2024: All day Seminar
(SR 225 Neue Aula)

+++ Compulsory attendance at all seminar dates. +++

Before the first programming Q&A session, we expect that you can check these self-assessment boxes

☐ I am familiar with vectors and dataframes. I know how to create and modify them.

☐ I know how to read in *csv* and *dta* files.

☐ I can run a linear regression.

☐ I know how to visualize data with *ggplot* (e.g. histogram, scatterplot and barplot).

☐ I can use *for* loops and *if else* statements.

These statements apply to R or their equivalents in Python

These resources allow you to acquire the required programming skills

For the participants of the Bachelor seminar:

- Slide deck "Introduction into R" (Ilias)
- Video R refresher (in Ilias)
- DataCamp; in particular the following courses:
  - Introduction to R
  - Intermediate R
  - Data Visualization with ggplot2 (pt. 1)

Topics
(B.Sc.)

- Topic 1: Promotional Effectiveness

- Topic 2: Analyse von Preiselastizitäten

- Topic 3: Analyse von Kaufverhalten und Warenkörben

Topics
(M.Sc.)

- Topic 1:

  Large Scale Analysis of Nudging Practices in Online Cookie Consent Management

- Topic 2:

  Bad controls in Marketing

- Topic 3:

  Recent Developments in Difference-in-Differences Analysis (DiD)

- Topic 4:

  Field Study: Exploring the Role of Large Language Models in Programming
  Education

- Topic 5:

  Controllable Image Manipulation

How to cooperate and team work – technical

- Use VPN to access university network
- Use the software provided by the university, e.g., Office 365 incl. free storage on OneDrive (https://uni-tuebingen.de/en/88636)
- Create a shared folder (OneDrive, Dropbox, Sync)
- See whether Slack or Microsoft Teams (via University) makes sense for you
- Google Docs allow you to edit one document simultaneously
- Etherpad is very useful (e.g., https://notes.typo3.org/)
- Meet regularly (you all have a University Zoom license)