

Faculty of Economics and Management

Offering «Extracurricularen Mitarbeit» (engl. Extracurricular Activities) at the Chair of Digital Marketing

The Chair of Digital Marketing of [Prof. Dr. Reto Hofstetter](#) offers for students at the Faculty of Economics and Management the opportunity as an

assistance in scientific research projects in marketing management and digital consumer behavior.

At our chair you will get the opportunity to work on current research projects and gain valuable insights into current research questions and scientific methods.

Tasks include among others literature research, development and programming of questionnaires and experiments, support in data evaluation and in the processing of results.

I. Ongoing assistance in research projects

The cooperation takes place in accordance with the specifications of the extracurricular activities ([extracurricularen Leistungen](#)). A maximum of **9 ECTS** per study level (Bachelor's and Master's) are credited in **Wahlbereich and/or Wahlpflichtbereich**. The work can be carried out **part-time** or **full-time**, during the **semester** or during the **semester breaks**. Working hours and scope depend on the **number of ECTS** (individual agreement). We expect a reliable and clean way of working.

II. Project- related assistance in the context of [Swiss Consumer Studies](#)

For current projects, we are looking for two advanced students (4th Bachelor or Master) from the beginning of October 2020. Ideally, the candidates aim at completing 7-9 ECTS and are available for approx. 4-8 hours per week during the semester and 80-100% during the semester break (January / February 2021). The cooperation also takes place in accordance with the specifications of the extracurricular activities ([extracurricularen Leistungen](#)).

Requirement:

- Fluent German (oral and written)
- Reliable and clean way of working
- Good knowledge of Excel and basic knowledge of R

Field of activity:

- Support in the evaluation of the results of the respective Swiss Consumer Study
- Support in creating the "Key Insights", a one-sided report of the main findings
- Independent preparation of the detailed study results in a multi-page report (based on templates from past years)

If you are interested in an **ongoing assistance (I)** or **project-related assistance (II)** please contact David Finken (david.finken@unilu.ch). Your application should include your CV and your current transcript of records (all documents in PDF), and your favourite form of collaboration (ongoing- vs. project-related assistance).

We are looking forward to receiving your application!

Your Chair of Digital Marketing

Prof. Dr. Reto Hofstetter.

(Date: September 2020)