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 for scientific research projects in digital marketing and digital consumer behavior.

At our chair you will get the opportunity to gain valuable insights into current research questions and scientific methods and thereby support our research projects. The offering 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” (engl. electives). The work can be carried out part-time or full-time, during the semester or during the semester break. Working hours and scope depend on the numbers of ECTS (individual agreement). We expect a reliable and clean way of working. For repeated unreliable work, we reserve the option to terminate the extracurricular activities at any time.

Your tasks may include but are not limited to:
- Literature research
- Development and programming of questionnaires and experiments
- Coding of data from experiments
- Support in data evaluation and in processing of results

Requirements:
- Reliable and clean way of working
- Fluent in German and/or English (oral and written form) (other languages are of advantage)
- Good knowledge of Excel and PowerPoint and basic knowledge of R
- Willing to learn new tools such as Unipark, or data analysis techniques (Mediation or Moderation)

If you are interested in supporting our current research in digital marketing and digital consumer behavior, please forward your application to Mr. David Finken (david.finken@unilu.ch). Your application should include the following documents (submitted in one PDF only):
- Your CV
- Your current transcript of records
- The amount of ECTS you want to acquire
- Your earliest starting date

Please note: your application is possible throughout the whole semester.

We are looking forward to receiving your application!

Your Chair of digital Marketing

Prof. Dr. Reto Hofstetter
(Date: 24. January, 2021)