

## Research Seminar in Marketing – Summer Term 2025

### **Effective Communication Strategies for Product Recalls**

Bachelor Program in Business Administration

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#### **General Information:**

Students enrolled in the bachelor's degree program in Business Administration are expected to familiarize themselves with and critically evaluate current research questions from a specific area of business administration in the research seminar.

The management of product recalls presents significant challenges for executives and regulatory authorities. A particular risk arises from malfunctioning products (e.g., exploding batteries in the Samsung Galaxy Note) that, despite a recall by the manufacturer, are not returned but instead continue to be used by consumers. In cases of product malfunction, there is not only a risk to consumer health but also the potential for severe reputational damage and lawsuits against companies. In the worst-case scenario, this can even lead to corporate bankruptcy (e.g., Takata). Despite these risks, the percentage of items actually returned by consumers is often low. For example, in the United States, recall rates in many product categories are well below 10% (CPSC 2018).

In this research seminar, students will examine this issue from a marketing perspective and address the question: How should product recall communications be designed to ensure that as many affected consumers as possible participate in the recall?

Students will work in **groups of three** to explore different aspects of this question. In addition to a theoretical engagement with the topic, each group will also **conduct empirical research and perform an experimental investigation**. Each group will analyze the effect of a design or content manipulation in product recall communication.

**Mandatory reading for the Seminar:** The short book “Product Recall Management – Preparation, Execution, and Recovery” serves as the foundational resource for the seminar discussions and the research questions addressed by the students. As such, all participating students are required to familiarize themselves with its content. The book is available free of charge within the FU network: <https://link.springer.com/book/10.1007/978-3-658-45587-3>

#### **Learning Objectives of the Seminar:**

- Students will understand the theories and interrelationships of relevant topics (e.g., product recall campaigns, marketing communication) and will be able to derive hypotheses for experimental research.
- Students will develop methodological knowledge in the field of quantitative research and apply it in an experimental investigation. This includes developing a questionnaire, collecting data, and analyzing and interpreting results.
- Preparation for the bachelor’s thesis and master’s program: Students will gain an introduction to academic work, including discussing various literature sources and citation methods, structuring academic papers, and understanding and applying empirical methods.
- Additionally, students will practice presentation techniques, strategies for time and self-management, and teamwork skills.

## Schedule

Date and Place		Topics and Content
<b>04.04.2025</b>	Until 12:00pm (noon)	<b>Application Deadline</b>
<b>10.04.2025</b>	Until 11:59pm	<b>Confirmation of Admission</b>
<b>16.04.2025</b>	Until 11:59pm	<b>Confirmation of Participation or Withdrawal from the Seminar</b> (in case of prior admission)
<b>23.04.2025</b>	9:00am-1:00pm (in person)	<b>Introduction to the Seminar Topic</b> <ul style="list-style-type: none"> <li>Kick-off guest lecture by Cameron Crowley and Kalia Tsiourtou (Product Safety at the E-Commerce Platform Joom.com)</li> <li>Content Overview and Introduction to the Topics</li> <li>Topic Assignment</li> </ul>
<b>30.04.2025</b>	2:00pm-6:00pm (in person)	<b>Scientific Research (1)</b> <ul style="list-style-type: none"> <li>Fundamentals of Scientific Research</li> <li>Introduction to Experimental Research</li> <li>Tips for Presentations</li> </ul>
<b>14.05.2025</b>	2:00pm-4:00pm (online)	<b>Consultation</b> <ul style="list-style-type: none"> <li>Discussion of Project Progress</li> </ul>
<b>21.05.2025</b>	2:00pm-6:00pm (in person)	<b>Interim Presentation</b> <ul style="list-style-type: none"> <li>Presentation and Discussion of Theoretical Background (incl. Hypothesis Development) and Planned Experimental Manipulations</li> </ul> <b>Scientific Research (2)</b> <ul style="list-style-type: none"> <li>Introduction to the Analysis of Experiments</li> </ul>
<b>11.06.2025</b>	2:00pm-4:00pm (online)	<b>Consultation</b> <ul style="list-style-type: none"> <li>Discussion of Project Progress</li> <li>Review of the Structure of the Seminar Thesis</li> </ul>
<b>25.06.2025</b>	10:00am-5:00pm (in person)	<b>Final Presentation</b> <ul style="list-style-type: none"> <li>Presentation and Discussion of Experiment Results</li> </ul> <b>Scientific Research (3)</b> <ul style="list-style-type: none"> <li>Tips for Writing the Seminar Paper</li> </ul>
<b>02.07.2025</b>	4:00pm-6:00pm (Online)	<b>Consultation</b> <ul style="list-style-type: none"> <li>Discussion of Project Progress</li> </ul>
<b>18.07.2025</b>	Until 12:00pm (noon)	<b>Submission</b> <ul style="list-style-type: none"> <li>Submit Seminar Paper along with Raw Data, Codebook, and Experiment Preregistration</li> <li>Submission as PDF and Excel via email to the respective supervisor:</li> </ul> ➤ Prof. Dr. Sascha Raithel: <a href="mailto:sascha.raithel@fu-berlin.de">sascha.raithel@fu-berlin.de</a>

		➤ Setareh Heidari: <a href="mailto:setareh.heidari@fu-berlin.de">setareh.heidari@fu-berlin.de</a> ➤ Jan von Schlieben-Troschke: <a href="mailto:jan.schlieben-troschke@fu-berlin.de">jan.schlieben-troschke@fu-berlin.de</a>
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## Assessment Components

The seminar comprises 3 weekly contact hours (equivalent to 6 ECTS credits). Attendance at the scheduled sessions is mandatory. The assessment components for this seminar are as follows:

- Delivering the interim presentation (3 minutes per person) (10%)
- Delivering the final presentation (8 minutes per person) (30%)
- Participation in discussions and providing feedback to other groups (10%)
- Written report in the form of a seminar paper (10 pages per person) (50%)

## Application process

The seminar is aimed at bachelor's students (Business Administration) who, during the summer semester 2025, are enrolled in or have completed at least one advanced module ("Vertiefungsmodul") in the field of Marketing.

Interested students should send their application by **April 4, 2025, at 12 PM (noon)** to [jan.schlieben-troschke@fu-berlin.de](mailto:jan.schlieben-troschke@fu-berlin.de). Applications will only be considered if they include the following three documents: 1) the completed registration form attached, 2) a motivation letter **in English language** (max. half a page) and 3) a current transcript of your academic achievements.

The number of participants is limited to 24 students. Selection criteria include:

- Motivation: Why are you interested in the topic of product recall management? What interests you about experiments? (max. half a page)
- Qualifications: Your prior academic performance, particularly in the field of Marketing.

Exceptional circumstances may be taken into account during the selection process. If this applies to you, please inform us before the application deadline.

Acceptance notifications will be sent via email until April 10, 2025. If you are accepted, you must confirm your participation or withdraw from the seminar by Monday, April 16, 2025 (11:59pm). Once confirmed, your registration is binding.

Unclaimed spots will be offered to applicants on the waiting list. If you decide not to participate after the withdrawal deadline on April 16, 2025, your exam attempt will be considered failed, and you may face disadvantages in the selection process for research seminars in Marketing in future semesters.