



09/10/2025

## Research seminar “Frontiers of AI in Marketing” Winter semester 2025/26

This winter semester 2025/26 the Chair of Business Administration III – Marketing and Consumer Behavior offers the course “**Frontiers of AI in Marketing**“, which will be held by Professor Dipayan Biswas from University of South Florida in Tampa (<https://www.usf.edu/business/about/bios/biswas-dipayan.aspx>).

This research seminar offers students a unique opportunity to engage directly with renowned marketing scholar Professor Dipayan Biswas (University of South Florida) to explore the frontiers of artificial intelligence (AI) in marketing.

The course examines how emerging AI technologies—such as generative AI, predictive analytics, and intelligent agents—are transforming marketing strategy, consumer behavior, and brand management. Through interactive discussions, critical reflection, and joint analysis of current research with Professor Biswas, participants will gain deep insights into both the theoretical and practical implications of AI in marketing.

Students are encouraged to critically engage with contemporary academic literature, contribute their own perspectives, and develop innovative research ideas inspired by Professor Biswas's expertise and ongoing work in the field.

The course language is English.

### Target Group:

This course is directed towards master students in Food & Health Sciences and students of the specialization Marketing & Services (in particular Business Administration and Sport, Business & Law, Media and Cultural Studies). Master students of other master programs are very welcome upon consultation.

### Dates (times are expected):

- Tuesday, 21<sup>st</sup> of October 2025 from 1.00 pm to 4.00 pm
- Wednesday, 22<sup>nd</sup> of October 2025 from 9.00 am to 6.00 pm
- Thursday, 23<sup>rd</sup> of October 2025 from 9.00 am to 1.00 pm

Rooms will be announced at Campus Online in due course. Changes will be communicated via mail after the registration period. There will be no grading in this course, but students will receive a participation certificate upon request.

**Registration:**

Binding registration takes place via CampusOnline according to the first-come-first-served principle. If you are unable to register via CampusOnline, please contact Timo Koch ([timo.koch@uni-bayreuth.de](mailto:timo.koch@uni-bayreuth.de)). Here as well, the first-come-first-served principle applies.

Please note that this course is designed for small groups in order that the number of participants is strictly limited.

*Registration and de-registration period:*

- From Monday, 10<sup>th</sup> of October 2025, 8.00 am to Monday, 20<sup>th</sup> of October 2025

Registration via CampusOnline is obligatory.

For questions regarding the course "Sensory Marketing", please contact Timo Koch ([timo.koch@uni-bayreuth.de](mailto:timo.koch@uni-bayreuth.de)).