

# Emotional Integrity in Luxury Omnichannel Customer Journeys

Omnichannel Product and Services Marketing  
Module: 3551620

*Master Research Seminar – Summer Semester*

## A Unique, Research-Based Course

This seminar goes beyond traditional lectures. Students will take part in ongoing, real empirical research focusing on how luxury brands maintain emotional consistency across retail, digital, and social channels.

- ✔ No Written Final Exam
- ✔ Field Visit to Montblanc in Hamburg
- ✔ Work on Empirical Research
- ✔ Small Seminar Group & Flexible Schedule

**Prof. Dr. Marcel M. Zondag**

Western Michigan University  
Visiting Professor - University Rostock

In collaboration with:

**Prof. Dr. Christian Brock**

**Prof. Dr. Marc Linzmajer**

## Field Visit to Montblanc, Hamburg

A highlight of the seminar is a research visit to Montblanc, providing hands-on insight into luxury marketing:

- 👁️ Boutique Observation
- 👜 Omnichannel Strategy of Montblanc
- 👂 Luxury Experience Analysis
- 🍴 Research Lunch and Exchange with Montblanc representatives



**Sign up now to engage in state-of-the-art research!**

For information contact:

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