

**Dipl.-Psych. Magdalena Bekk**



## **Educational Background**

- Since 10/2011      Scholarship for doctoral students,  
Cologne Graduate School in Management, Economics and Social  
Sciences,  
University of Cologne, Germany
- Since 10/2011      Doctoral student at the Department of Marketing and Brand  
Management [<http://www.voelckner.uni-koeln.de>],  
Head: Prof. Dr. Franziska Völckner,  
University of Cologne, Germany
- 05/2011–09/2011    Research assistant at the Department of Marketing and Brand  
Management,  
University of Cologne, Germany
- 09/2008–01/2009    Management Studies  
University of St Andrews, Scotland
- 10/2006–03/2011    Psychology and Statistics (minor)  
Diploma (MSc equivalent) in Psychology,  
Ludwig-Maximilians-University, Munich, Germany

## **Memberships**

Member of the European Marketing Academy