

MARKETING MODELS MKT 791

Course Syllabus

Course Objectives

- To familiarize students with major and contemporary issues in marketing models
- To enhance students' ability to develop and critically evaluate marketing models
- To develop students' understanding of how to evaluate research in terms of its contribution to knowledge
- To help students' integrate their knowledge of different research issues, and identify potential areas for future research activity.
- To socialize doctoral students into the process of developing research ideas, undertaking the research and publishing articles based on the research

Course Content

The primary purpose of this course is to enhance your ability to develop and critically evaluate marketing models. The course will examine a variety of models, including models of consumer behavior, industrial buying and firm behavior, (aggregate) market models (e.g., competition, market entry), strategic marketing models, forecasting methods, new product models, marketing response models (e.g., channels, pricing, advertising, promotion), forecasting models and decision support systems. It will cover early "classic" models, as well as recent ones.

More generally, the course concerns how to plan, design, conduct and interpret research in marketing and management. The application context of the research issues discussed in this course need not be restricted, so you are encouraged to apply the course material to your area of research interest. This course is appropriate for researchers in fields of inquiry such as organizational behavior, management and economics, as well as marketing.

The course will emphasize developing your ability to generate research ideas and execute research that makes a contribution to knowledge. It will take a "hands on" approach to research by asking you

to read and critically evaluate research, formulate theory and hypotheses, develop descriptive and normative models and so forth. It will introduce you to research design issues that can strengthen your ability to conduct rigorous research.

The course topics are organized along two dimensions: (1) applications of marketing models and (2) issues in developing and evaluating marketing models. *Application areas* refer to topics, such as customer relationship management or pricing. *Issues in developing and evaluating marketing models* include: model specification, construct definitions, estimation and calibration, validity issues, the role of statistical inference, and so forth. A set of readings will be assigned for each topic, which will be used to illustrate course concepts and modeling issues.

Class Participation and Conduct

The *Detailed Course Outline* on the course web site will indicate what material you should prepare for each class. All course materials (*Course Syllabus, Course Outline, and a Detailed Course Outline* describing discussion questions, assignments, etc.) are available on the course web site. The readings, discussion questions and assignments for each topic will be posted one or two weeks in advance of each seminar (if not earlier.)

There will be a set of readings assigned for each seminar. It is vital that all of the required reading be thoroughly analyzed by students prior to the seminar meeting. *Students are required to prepare an assignment each week. You will usually be asked to prepare several two-page (typed and double-spaced) critical reviews of assigned readings, as well as answer a discussion question.* You may also be asked to make short, informal presentations. The workload is (intentionally) heavy.

What you get out of this course depends on what you — and your fellow seminar participants — put into it. Each of you is expected to contribute to class discussions. You should actively listen and think critically about the concepts and issues. You should also be willing and able to present your analysis and viewpoint to the class when the opportunity presents itself. Also, you should take every opportunity to apply course concepts and tools in your current research efforts.

University Policies and Class-Specific Policies

Accommodations will be made for students with religious holidays. The link below shows the university calendar of official religious holidays. Each holiday noted with two asterisks denotes an observance for which work is not allowed. For these holidays, students will not be penalized in any way for missing class or assignment. This means that this will not count as an absence in class and they will be granted a makeup assignment or exam, etc.

<https://provost.asu.edu/index.php?q=religious-holiday-calendar>

Accommodations will be made for students who miss class related to university-sanctioned activities according to ACD 304-02. If you are participating in a university-sanctioned activity, please let your

instructor know as early in the course as possible so that accommodations can be made.

Any student in this course who has a disability that may prevent him or her from fully demonstrating his or her abilities should contact me personally as soon as possible so we can discuss any accommodations necessary to ensure full participation and facilitate your educational opportunities. If you require an accommodation for a disability, you must be registered with the Disability Resource Center (DRC) and submit the appropriate documentation.

A student who engages in academic misconduct as outlined in ASU's academic integrity policy (<http://provost.asu.edu/academicintegrity>) while attending a W. P. Carey graduate program will receive strict penalties. Those penalties ordinarily will range from a full 2-letter reduction in final course grade (at a minimum) to expulsion from the program and School of Business. Any subsequent act of academic misconduct, regardless of severity, will result in dismissal from the program and the School of Business. Please note that, in my class, students cannot submit a paper (or portions of a paper) that they have previously submitted for another class.

Students in this class must follow the W. P. Carey MBA honor code:

<https://my.wpcarey.asu.edu/academic-integrity/upload/MBA-Honor-Code.pdf>

The university takes threatening behavior very seriously and these situations will be handled in accordance with the Student *Services Manual*, SSM 102-02

<http://www.asu.edu/aad/manuals/ssm/ssm104-02.html>.

Textbooks and Related Materials

The research context is provided through reading assignments, including “classic” and recent journal articles, book chapters, and so forth. However, the following text is recommended as a valuable reference book. I will assign certain chapters as background reading for particular research topics. However, you are responsible for reading the entire book by the end of the seminar.

1. **Required:** Winer, Russell S. and Scott A. Neslin, Editors (2014), *The History of Marketing Science*, Hackensack, NJ: World Scientific Publishing and now Publishers, Inc. This text provides excellent background material. [You should purchase this book; it is available from Amazon.com.]
2. **Required:** Hanssens, Dominique M. (2015), *Empirical Generalizations about Marketing Impact*, Cambridge, MA: Marketing Science Institute. [I will provide you with a copy.]
3. **Required:** There will be assigned readings, typically award-winning journal articles, which will be distributed prior to each class session. We will share these papers via Dropbox. Each student will be asked to distribute papers for one or more topics / class sessions.
4. **Optional:** McAlister, Leigh, Ruth N. Bolton and Ross Rizley (editors), *Marketing Essentials*, Cambridge, Mass: Marketing Science Institute. There is an update to this volume, entitled:

Essential Readings in Marketing: New Advances in 2006-2010. [These two booklets are a list of all award-winning papers in marketing.]

5. Optional: Isaac, Stephen with William B. Michael, *Handbook in Research and Evaluation*, Third Edition, San Diego, CA: EdITs publishers, 1995. ISBN 0912-736-321. [This book is packed with good advice for doctoral students on how to conduct research. It is as relevant now as it was then.]
6. Optional: Two special issues/sections of *Marketing Science (MS)* and of the *International Journal of Research in Marketing (IJRM)* were devoted to the topic of Marketing Models: *MS*, 18 (3), 1999, *MS*, 20 (4), 2001, *IJRM* 17 (2-3), September 2000, pp 99-253.

Evaluation Procedure

Course requirements and evaluation procedures are particularly important to ensure that students make appropriate and high caliber efforts to acquire new knowledge and research skills. Students will be asked to:

- (1) Regularly submit critiques of research articles and provide written answers to discussion questions
- (2) Lead and participate in discussions on regular basis
- (3) Write an in-depth literature review on a “new” topic in management or marketing theory
- (4) Write a research proposal

Grades in this course will be based on the following components:

Critiques and Assignments (<i>Due At The Beginning Of Each Seminar</i>)	30%
Participation	20
Literature Review (<i>Due Monday February 29, 9am</i>)	20
Research Proposal (<i>Due May 6, 9am</i>)	30

The research presentations on March 22nd are required, but not graded. You will receive feedback during and after your presentation to help you move forward in preparing your research proposal.

Critiques, Literature Review & Research Proposal. Instructions for the Critiques, Literature Review and Research Proposal are provided elsewhere in this syllabus. You are encouraged to discuss the assignments with your fellow students and the instructor, but the written work must be completed on an individual basis. All assignments must be typewritten and submitted in the appropriate format. They must be turned by the beginning of class on the due date (unless otherwise specified). Late assignments are not accepted, and receive an automatic grade of zero. No exceptions. The university policies regarding examinations and academic dishonesty will be strictly followed.

Class Participation. The class participation grade is an attempt to account for each student's contribution to the class. A high level of participation means that you are well-prepared, add value to class discussions, listen carefully to others' contributions, and ask appropriate questions (without monopolizing class time or sidetracking discussion from the issues under discussion). Quality of preparation and participation, not quantity, is the relevant issue. You will also be asked to serve as a discussion leader for specific assigned articles. As a discussion leader, you must lead the seminar participants in a critical analysis, evaluation and integration of the papers. You should prepare a short typewritten handout for distribution to the participants. (This handout should not be a summary of the articles or an overview. It should selectively focus on key issues.)

Your class participation grade will be assigned depending on the accuracy of the information you provide in class discussion, whether your contributions are well-supported, whether they are timely and add to our understanding of the issues under discussion, and whether they are novel (as opposed to rehashing case facts or earlier discussion), as well as your performance as discussion leader. You will also receive specific feedback on your performance as a discussion leader.

Office Hours

My office hours are 8-11am on Thursdays. Naturally, I welcome students to drop by to discuss course-related matters. However, *you are encouraged to make an appointment to meet with me.* The best way to contact me is by email at ruth.bolton@asu.edu, not by telephone. I will always attempt to reply as soon as possible.

MARKETING MODELS
Course Outline

Topic / Application	Date*
<i>Course Introduction</i>	Friday January 15
New Product, Growth and Innovation	Friday January 22
Services <i>You must meet with me before Friday January 29 to discuss your proposed research topic.</i>	Friday January 29
Branding and Brand Equity <i>Your Two-Page Memo is due on February 1 at 9 am. You should meet with me later this week to discuss the memo.</i>	Friday February 5
Marketing Mix (1): Pricing and Promotion	Friday February 12
No Class Sessions due to CSL Academic Meeting & AMA Winter Educators' Conference <i>You should be preparing your Literature Review due on Monday February 29, 9 am.</i>	Friday February 19 & Friday February 26
Marketing Mix (2): Advertising & Sales Force	Friday March 4
ASU Spring Break – No Class Session	Friday March 11
New Media, Including Social Media	Friday March 18
Customer Insight: Satisfaction, Trust, Commitment and Loyalty	Friday April 1
Managing Relationships with Customers and Organizations	Friday April 8
No Class Session. <i>Preparing Research Presentation</i>	Friday April 15
Student Presentations	Friday April 22
** Preparing Research Proposal Due May 9 **	Friday April 29

* Classes are held 8:30-11:30am, to allow a buffer for days when there is an external speaker in the marketing department seminar at noon.

Guidelines for Critical Reviews

The purpose of asking you to prepare reviews is to develop your ability to *critically evaluate* research and to *integrate* your knowledge of different research issues. Your review should be in the form of a two page memo that summarizes your thoughts about the *key issues* in the paper. Pay equal attention to the substantive and methodological/modeling issues. The questions below may be helpful in preparing your review. Be careful not to simply summarize the article, or to make superficial or general “textbook” comments. Your review should demonstrate the depth and breadth of your knowledge. In some instances, you may be asked to complete a small assignment (e.g., develop a measurement scale) instead of preparing a critical review.

Conceptual Framework & Theory

- Are the author’s conceptualization and model specification suitable? Are they adequate?
- Evaluate the model relative to existing knowledge in this area. Are there alternative theories or extensions to the model that might be appropriate?
- Does the paper adequately capture the key theoretical relationships?

Research Design

- Are there alternative research designs or approaches that might be appropriate to test the theory or hypotheses proposed in the paper?
- Is the methodology correct? What are the potential threats to internal validity?
- Are constructs measured appropriately?
- Are the appropriate statistical tests conducted?
- Are the results generalizable? To what domain? Assess external validity. What are the caveats / limitations?

Contribution

- What are the interesting ideas in this paper? How do they relate to other research?
- What is the contribution of this paper to the field of marketing? Which readers would find it of most interest? What are the “take aways” for marketing managers?
- How would you develop these ideas further?

Guidelines for Literature Review

Topic

Students are required to write a state of the art review of the literature on a “new” topic. Sources of ideas for topics are the Marketing Science Institute’s current research priorities, recent working papers and conference presentations, as well as topics covered in this seminar. You are encouraged to choose a topic from your areas of research interest. This topic should be new, not a topic for which you have written a paper in another course.

Preparation Process

The topic must be approved by the instructor. You are required to submit a Two-Page Memo to the instructor by February 1st (or earlier). The memo provides a foundation to discuss your proposed topic with the instructor. You may be asked to revise the memo before proceeding further.

Instructions for the Two-Page Memo are included elsewhere in this packet. You must submit this description of your literature review topic for approval by **February 1, 9am**. Please meet with the instructor to discuss it *prior to submission* (by **January 29, 9am** at latest), to be sure you are on the right track. You should also meet with the instructor before February 5th to get feedback on the memo and approval to move forward on the literature review.

Purpose

The purpose of the Literature Review is to develop your ability to *critically evaluate* research, to *integrate* your knowledge of different research issues, and to provide you with experience in carrying out a literature search related to a given research problem. (The **Two-Page Memo** should help you make a good start by precisely defining the research questions.) Look ahead at the requirements of the **Research Proposal**. You may wish to consider it as a “first draft” of your **Research Proposal**.

Content

Although this assignment is called a literature review, you are asked to do more than simply summarize what is known on a topic. The literature review should:

- Identify a research domain
- Critically review and integrate research findings
- Outline directions for future research
- Select a research question(s)
- *Develop a model to guide future research, and (if possible)1*
- *Derive formal research propositions or hypotheses.*

1 The model can be conceptual/theoretical, descriptive, normative, or a decision support model.

Your literature review is likely lead to your choice of topic for your Research Proposal. (Sometimes the student may choose to switch topics or radically redefine his/her topic. Hence, you may wish to refer to “Guidelines for Research Proposal” as well.

The completed literature review must be no longer than twenty pages, typed and double-spaced, excluding references. It is due on **February 29 at 9am**. Please send me an electronic copy, as well as leaving a hard copy in my mailbox.

Guidelines for Research Proposal

The purpose of the written research proposal is to give students an opportunity to develop their research skills. The student must design a research study with a modeling component. The design can entail an experiment, quasi-experiment, descriptive study (e.g., utilizing survey data, scanner data), and so forth. The following chart provides an outline that you may find useful to follow.

Heading	Content
Research Problem	Describe the rationale for the study: background, research objectives, and potential contributions of research. (The length of this section should be about 2-3 pages.)
Literature Review	Briefly describe the context for your research, and how it relates to prior work. Define your key constructs. Identify research gaps. (The length of this section should be about three or four pages.)
Model Specification	Develop your model. Completely describe your model specification, including any assumptions and hypotheses. Provide a brief explanation that outlines the logic of your model development. (The length of this section should be about 8-10 pages).
Methodology	Describe the method in detail. For example, in an experimental study, describe the procedure (how you will select subjects, assign them to conditions, the instructions you will give them, the manipulations and the dependent variable). For example, for a survey, describe a method of administration (mail, phone, internet) and describe how you will obtain cooperation. For online data, describe the source and measures precisely. For all measured constructs, show three to five sample items that will be used to measure the constructs. (This section should be about two pages.)
Data Analysis Plan	Outline the analyses you plan to conduct to evaluate your model. Review the threats to internal and external validity with respect to your study. Indicate which threats are problems and which are not, and why. (This section should be about two pages.)
Managerial Relevance	This section should be about one page.

You must submit a short (two or three page) description of your idea for a research proposal for approval, and meet with the instructor to discuss it. The completed proposal should be no longer than 25 pages, typed and double-spaced, excluding relevant references. It is due on Friday **May 6, 9am**.

Notes: (1) Do not include a huge literature review in your research proposal! (2) The research that you propose must be "doable" -- e.g., possibly as a summer research project.