Marketing

Academic Year: (2017 / 2018) **Review date: 15-01-2018**

Department assigned to the subject: Business Administration Department

Coordinating teacher: DUQUE ZULUAGA, LOLA CRISTINA

Type: Electives ECTS Credits : 5.0

Year : 1 Semester : 2

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

Nothing.

OBJECTIVES

This course introduces students to the domain of academic research in marketing. After a brief overview of the marketing literature, and following the marketing strategy and operational marketing structure, we will review major contributions in the area.

Specific goals:

- Get familiar with the subjects, methods and findings in key marketing topics
- Understand how academic marketing researchers conceptualize and execute research designs
- Develop an interest in a particular topic area of marketing
- Develop skills for preparing a research proposal in marketing

DESCRIPTION OF CONTENTS: PROGRAMME

The specific topics covered in the sessions are the following:

Session 1 Course introduction and marketing thought
Session 2 Research and publishing in marketing
Session 3 Marketing strategy and market orientation
Session 4 Marketing Performance
Session 5 Customer perceptions
Session 6 Customer satisfaction
Session 7 Customer relationship management
Session 8 Introduction to operational marketing
Session 9 The 4Ps
Session 10 1P: Product and branding
Session 11 1P: Product and innovation
Session 12 2P: Pricing
Session 13 3P: Communication
Session 14 4P: Distribution

LEARNING ACTIVITIES AND METHODOLOGY

Course structure includes journal readings, class lectures, article presentations and article discussions by students, class discussions, 6 quizzes-exercises. The quizzes will contain short-answer essay questions based on assigned articles and class lectures.

The course will require that each participant be actively involved in all sessions. In each session, one student will be assigned a reading to be presented and then it will be discussed in class. Regardless of assignment, all participants are expected to be fully prepared for discussing the session readings.

The final exam is based on literature reviewed during the course, topics, methods and findings. It assesses the acquisition of general knowledge in the marketing domain.

ASSESSMENT SYSTEM

50% Final Exam
20% Paper presentations
30% Quizzes, exercises and class participation

The retake assessment system will be similar to the ordinary call.

% end-of-term-examination:	50
% of continuous assessment (assigments, laboratory, practicals…):	50

BASIC BIBLIOGRAPHY

- Ailawadi, K. L. The retail power-performance conundrum: What have we learner? , Journal of Retailing, 77: 299-318., 2001
- Anderson, P.F. Marketing, Strategic Planning and the Theory of the Firm, Journal of Marketing, 46 (Spring), 15-26, 1982
- Bagozzi, R.P. Marketing as Exchange, Journal of Marketing, 39 (October), 32-39, 1975
- Barroso, A., & Giarratana, M. S. Product proliferation strategies and firm performance: The moderating role of product space complexity. , Strategic Management Journal, 34(12), 1435-1452., 2013
- Berger, P.D., Eechambadi, N., George, M., Lehmann, D.R., Rizley, R. and Venkatesan, R. From Customer Lifetime Value to Shareholder Value, , Journal of Service Research, 9 (2), 156-167, 2006
- Borden, N.H. The concept of the marketing mix, Journal of Advertising Research, 2: 7-12., 1984
- Fornell, C., Johnson, M.D., Anderson, E.W., Cha, J., and Bryant, E The American Customer Satisfaction Index: Nature, Purpose, and Findings, , Journal of Marketing, 60 (October), 7-18, 1996
- Fournier, S. and Mick, D. Rediscovering Satisfaction, , Journal of Marketing, 63 (October), 5-23, 1999
- Garbarino, E. and Johnson, M.S. The Different Roles of Satisfaction, Trust, and Commitment in Customer Relationships, , Journal of Marketing, 63 (April), 70-87, 1999
- Gilbride, T.J., and Allenby, G.M. A choice model with conjunctive, disjunctive, and compensatory screening rules., Marketing Science, 23(3): 391-406., 2004
- Golder, P.N., Mitra, D., and Moorman, Ch. What is Quality? An integrative framework of processes and states, , Journal of Marketing, 76 (July), 1-23, 2012
- Grewal, D., Levy, M., Retailing research: Past, present, and future. , Journal of Retailing, 83 (4), 447-464, 2007
- Grewal, D., Monroe, K.B., and Krishnan, R. The effects of price-comparison advertising on buyers' perceptions of acquisition value, transaction value, and behavioral intentions, , Journal of Marketing, 62 (2), 46-59, 1998
- Gupta, S., Hanssens, D., Hardie, B., Kahn, W., Kumar, V., Lin, N., Ravishanker, N. and Sriram, S. Modeling Customer Lifetime Value, , Journal of Service Research, 9 (2), 139-155, 2006
- Hunt, S.D. The Nature and Scope of Marketing , Journal of Marketing (July), 17-28, 1976
- Hunt, S.D. General Theories and the Fundamental Explanada of Marketing, , Journal of Marketing, 47 (Fall), 1-17, 1983
- Jaworski, B.J. and Kohli, A.K. Market Orientation: Antecedents and Consequences, , Journal of Marketing, 57 (July), 53-70, 1993
- Kalyanaram, G., and Winer, R.S. Empirical generalizations from reference price research. , Marketing Science, 14(3): 161-169., 1995
- Keller, K.L. Conceptualizing, measuring, and managing customer-cased Brand Equity. , Journal of Marketing, 57(1): 1-22., 1993
- Kerin, R.A., Varadajan, P.R., and Peterson, R.A First-Mover advantage: A synthesis, conceptual framework and research propositions. , Journal of Marketing, 56(4): 33-52., 1992
- Kohli, A.K., Jaworski, B.J. and Kumar; A MARKOR: A Measure of Market Orientation, , Journal of Marketing Research, 30 (November), 467-477, 1993
- Kotler, P., and Armstrong, G. Principles of Marketing. , Prentice-Hall, Englewood Clis, N.J, 1989
- Mithas, S., Krishnan, M.S. and Fornell, C. Why Do Customer Relationship Management Applications Affect Customer Satisfaction?, , Journal of Marketing, 69 (4), 201-209, 2005
- Mittal, V., Kumar, P., and Tsiros, M. Attribute-Level Performance, Satisfaction, and Behavioral Intentions over time: A consumptions-system approach, , Journal of Marketing, 63(April), 88-101, 1999
- Morgan, R.M. and Hunt, S.D.), The Commitment-Trust Theory of Relationship Marketing, , Journal of Marketing, 58 (July), 20-38, 1994
- Oliver, R.L., Rust, R.T., and Varki, S. Customer Delight: Foundations, Findings, and Managerial Insight, , Journal of Retailing, 73 (3), 311-336, 1997
- Parasuraman, A., Zeithaml, V.A. and Berry, L.L. SERVQUAL: A Multi Item Scale for Measuring Consumer Perception of Service Quality, , Journal of Retailing, 64 (Spring) 12-40, 1988
- Reinartz, W., Thomas, J.S. and Kumar, V. Balancing Acquisition and Retention Resources to Maximize

Customer Profitability, , Journal of Marketing, 69 (1), 63-79, 2005

- Reiss P.C. Descriptive, Structural, and Experimental Empirical Methods in Marketing Research, , Marketing Science 30 (6), 950-964, 2011
- Roberts, J.H., and Lattin, J.M. Development and testing of a model of consideration set composition. , Journal of Marketing Research, 28(4): 429-40., 1991
- Rochet, J.C., and Tirole, J. Two-Sided Markets: A Progress Report. , Rand Journal of Economics, 37(3): 645-667, 2006
- Rust, R.T. Ambler, T., Carpenter, G.S., Kumar, V. and Srivastava, R.K. Measuring Marketing Productivity: Current Knowledge and Future Directions, , Journal of Marketing, 68(4), 76-89, 2004
- Sheth, J.N. and Parvatiyar, A Relationship Marketing in Consumer Markets: Antecedents and Consequences, , Journal of the Academy of Marketing Science, 23 (Fall), 255-271, 1995
- Soman, D., Ainslie, G., Frederick, S., Li, X., Lynch, J., Moreau, P., & Wertenbroch, K. The psychology of intertemporal discounting: Why are distant events valued differently from proximal ones? , Marketing Letters, 16(3-4), 347-360., 2005
- Vakratsas, D., and Ambler, T. How advertising works. , Journal of Marketing, 63(1): 26-43., 1999
- Varadarajan, P.R. and Jayachandran, S. Marketing Strategy: An Assessment of the State of the Field and Outlook, , Journal of the Academy of Marketing Science 27 (2), 120-143, 1999
- Vaughn, R. How advertising works: a planning model revised. , Journal of Advertising Research, February/March: 164-170., 1986
- Wierenga, B Handbook of Marketing Decision Models. , ED Springer, Int. series in Operation research and Management Science, 2008
- Zeithaml, V.A. Consumer Perceptions of Price, Quality, and Value: A Means-Ends Model and Synthesis of Evidence, , Journal of Marketing, 52 (July), 2-22, 1988