COURSE DESCRIPTION AND OBJECTIVES
The purpose of this seminar is to provide you with an overview of research in the marketing strategy domain including its theoretical foundations, methods, and future research directions. My goal is for you to develop a deep understanding of the field and identify a number of interesting research questions that can form the basis of your research programs. Marketing Strategy is interdisciplinary by definition, thus you will be exposed to theories from a variety of fields.

Textbook: There is no required textbook however you might want to consider the following compilations as useful resources to add to your library.


Learning Goals

1. To understand foundational constructs, concepts, frameworks and paradigms for conducting research in marketing strategy.
2. To develop the ability to critically evaluate research articles in the field of marketing strategy and assess their relative contribution.
3. Assess if measurement methods are appropriate given the research problem.
4. Identify gaps in relevant literature and develop meaningful research questions.
5. Discuss, present, and defend scholarly positions in a professional and collegial manner.
**GRADING**

The seminar grades will be assigned based on the components below. Explanation for each component follows.

Class Preparation and Participation: 20%
Reflection Memos: 10%
Class Discussion Leadership: 20%
Research Idea Presentation: 10%
Review of Classmate Paper: 10%
Research Paper or Proposal: 30%

**Class Preparation and Participation:** Attendance is mandatory but not sufficient to satisfy this component. Make sure to come to each class having read and thought about each assigned paper. You may utilize a laptop computer or e-reader during class discussion in order to have the readings on hand or take notes. Electronic devices should not be used for any other purpose except with my explicit permission.

**Reflection Memos:** Each student is going to suggest an original research idea based on the assigned readings of the week (and also conduct due diligence and check if the idea has already been examined by the literature). These will be emailed to the discussion leader of the week by midnight before class. The discussion leader will compile these and provide copies to everyone during class. Additional memo assignments may be given over the course of the seminar.

**Class Discussion Leadership:** Each week two or more students will be assigned to co-lead the class discussion of the assigned articles. They will facilitate our discussion, critically analyze the domain, and prepare to defend and critique the assigned articles. In addition, we will have a featured scholar based on the week’s theme. One student will be responsible to review the featured scholar’s work and present them to the rest of the class.

**Research Idea Presentation:** Each student is going to present an original and thoughtful research idea about half-way in the class that describes the essential outline of a dissertation or top journal research article. These may be (but are not required to be) based on the reflection memos submitted earlier. These will then be developed into a (nearly) complete research paper for the final assignment. The amount of time you will have to present and engage in Q&A during the presentations will be based on the number of students in the class.

**Review of Classmate Paper:** Each student will assume the role of a top journal reviewer and critically review the paper of a classmate through a single blind review process.

**Research Paper or Proposal:** The research idea will be developed to a (near complete) research paper that typically includes Introduction, Literature Review, Conceptual Framework and Hypotheses, Data and Methods, Results, Discussion, Managerial Implications, Future Research
and Limitations sections. If the research is empirical but the student has not had the time to collect and analyze data by the end of the semester, then the results section may be skipped and the remainder of the paper may be written as if the hypotheses were supported.

ACADEMIC INTEGRITY
Rutgers University has no tolerance for acts of scholastic dishonesty. The responsibilities of both students and faculty with regard to scholastic dishonesty are described, in detail, in the RU Academic Integrity Policy: http://policies.rutgers.edu/sites/policies/files/10.2.13%20-%20current.pdf.

By enrolling in this class, you have agreed to observe all student responsibilities described in the RU Academic Integrity Policy. Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. As scholastic dishonesty harms the individual, all students, and the integrity of the University, I will pursue violations of the RU Academic Integrity Policy. See business.rutgers.edu/ai for more details.

SUPPORT SERVICES

If you are a military veteran or are on active military duty, you can obtain support through the Office of Veteran and Military Programs and Services. http://veterans.rutgers.edu/

If you are in need of mental health services, please use our readily available services. http://rhscaps.rutgers.edu/

If you are in need of physical health services, please use our readily available services. http://health.rutgers.edu/

If you are in need of legal services, please use our readily available services. http://rusls.rutgers.edu/

If you are in need of additional academic assistance, please use our readily available services. https://rlc.rutgers.edu/
Tentative Outline and Readings

Topics we will focus on will include:

- Foundations of Marketing Strategy
- Digital, Mobile, and Social Media Marketing
- Market Orientation
- Brand Management
- Value of Marketing Leadership
- Innovation, Quality, and New Product Development
- Market Evolution, Structure, and Share
- Advertising, Sales, and Sales Promotions
- Service Quality and Customer Satisfaction
- Customer Relationship Management
- Pricing and Marketing-Finance Interface
- Global Marketing and Channels

1. **Foundations of Marketing Strategy (Week 1)**


**Background/optimal reading:**


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1 I reserve the right to change the assigned readings.


2. Digital, Mobile, and Social Media Marketing (Week 2)


Hui, Sam K., J. Jeffrey Inman, Yanliu Huang, and Jacob Suher (2013), “The Effect of In-Store Travel Distance on Unplanned Spending: Applications to Mobile Promotion Strategies,” *Journal of Marketing*, 77 (2), 1-16.

Background/optional reading:


3. Market Orientation (Week 3)


Background/optional reading:


4. Brand Management (Week 4)


**Background/optional reading:**


5. **Value of Marketing Leadership (Week 5)**


Background/optional reading:


6. Innovation, Quality, and New Product Development (Week 6)


Background/optional reading:


7. Idea Presentations and catching-up (Week 7)

8. Market Evolution, Structure, and Share (Week 8)


Background/optional reading:


9. Advertising, Sales, and Sales Promotions (Week 9)


**Background/optional reading:**


**10. Service Quality and Customer Satisfaction (Week 10)**


**Comments and Rejoinder to Fornell, Morgeson, and Hult (2016):**


**Background/optional reading:**


**11. Customer Relationship Management (Week 11)**


**Background/optional reading:**


**12. Pricing and Marketing-Finance Interface (Week 12)**


**Background/optional reading:**


**Paper Presentations (Week 13)**

**Theory Construction Workshop (Week 14)**

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