

Cover Sheet: Request 10460

MAR7XXX Marketing Strategy Research Seminar (DBA)

Info

Process	Course New Ugrad/Pro
Status	Pending
Submitter	Lee,Shawn F shawnlee@ufl.edu
Created	9/30/2015 3:18:15 PM
Updated	10/1/2015 3:46:06 PM
Description	The research-focused seminar will provide a broad understanding of published articles depicting the organizational, market, and customer level aspects of marketing strategy. Students will participate in in-class and online activities using a blended learning approach. This approach will train them to summarize takeaways, limitations, and extensions of published research.

Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	CBA - Marketing 011708000	Alba, Joseph W		9/30/2015
No document changes					
College	Approved	CBA - College of Business Administration, Warrington	Mathis, Renee C		10/1/2015
No document changes					
University Curriculum Committee	Pending	PV - University Curriculum Committee (UCC)			10/1/2015
No document changes					
Statewide Course Numbering System					
No document changes					
Office of the Registrar					
No document changes					
Student Academic Support System					
No document changes					
Catalog					
No document changes					
College Notified					
No document changes					

Course|New for request 10460

Info

Request: MAR7XXX Marketing Strategy Research Seminar (DBA)

Submitter: Mathis,Renee C rcmathis@ufl.edu

Created: 10/1/2015 2:44:33 PM

Form version: 6

Responses

Recommended Prefix: MAR

Course Level : 7

Number : XXX

Lab Code : None

Course Title: Marketing Strategy Research Seminar

Transcript Title: Marketing Strategy

Effective Term : Spring

Effective Year: 2016

Rotating Topic?: Yes

Amount of Credit: 3

If variable, # min : *No response*

If variable, # max: *No response*

Repeatable Credit?: No

If repeatable, # total repeatable credit allowed: *No response*

S/U Only?: No

Contact Type : Regularly Scheduled

Degree Type: Professional

If other degree type, specify : *No response*

Weekly Contact Hours : 3

Category of Instruction : Advanced

Delivery Method(s): On-Campus

Course Description : The research-focused seminar will provide a broad understanding of published articles depicting the organizational, market, and customer level aspects of marketing strategy. Students will participate in in-class and online activities using a blended learning approach. This approach will train them to summarize takeaways, limitations, and extensions of published research.

Prerequisites : Master's degree from an accredited U.S. university or its international equivalent; Experienced executives in senior leadership positions

Co-requisites : Organizational Research Methods; Quantitative Research Methods

Rationale and Placement in Curriculum : MARXXX course specifically designed for the Doctor of Business Administration (DBA) program which is a professional degree offered as a track under the Ph.D. degree. Contact Hours: 60; 36 taken in 6 terms in years 1 & 2. This course is a required element of these 36 contact hours.

Students in this course will participate in activities both in the classroom and outside of the classroom using a blended learning approach. Out-of-class work will leverage online technologies to support continued discussions of cases, course materials, and application of lecture materials to collaborative learning. This method will provide students with an opportunity in this blended model to make the best use of classroom time.

What is blended learning and why is it important?

Blended learning is a method of classroom delivery where a portion of the traditional face-to-face instruction is replaced by web-based online learning. The amount of face-to-face instruction replaced by online coursework will vary greatly by instructor, class, discipline, and learning objectives. The Online Learning Consortium - <http://onlinelearningconsortium.org> (a professional organization dedicated to

postsecondary online learning) defines blended learning as a course where 30%-70% of the instruction is delivered online.

In their Blended Learning infographic - <https://www.knewton.com/blended-learning> Knewton defines blended learning as any situation in which "...a student learns, at least in part, at a brick-and-mortar facility and through online delivery with student control over time, place, path, or pace." For additional information about blended learning at UF, see the research and resources at <http://citt.ufl.edu/tools/blended-learning-and-the-flipped-classroom> .

What is expected of you?

You are expected to read and prepare for class prior to attending. You are expected to actively participate in discussions during class, and you are expected to fully engage in online discussions through the course site that will continue and extend the in class activities.

The Doctorate in Business Application curriculum provides a pathway of conducting advanced research on the core business disciplines. This course, Marketing Strategy Research Seminar will serve as one substantive application context and run side-by-side with the qualitative and quantitative research methods coursework.

Course Objectives : Marketing Strategy Research Seminar is a course specifically designed for the Doctor of Business Administration(DBA) program which is a professional degree offered as a track under the Ph.D. degree. The primary objective of the course is to help DBA students understand the role of marketing within the organization, its business strategy, and its performance. It exposes students to issues and topics in marketing strategy research, helps them critically evaluate research developments, and generate fundamental ideas so as to contribute to the existing strategy research literature.

Course Textbook(s) and/or Other Assigned Reading: All Readings available from e-learning Canvas course page

Recommended Text (not required for class but may only help those who plan a marketing thesis eventually):

Handbook of Marketing Strategy, Edited by V. Shankar and G. Carpenter (ISBN 9781781951545)

Weekly Schedule of Topics : Course Structure

The course will be structured under 8 content area and 2 brainstorming discussion sessions.

Session I: Organizations

Session II: Link between Organizations and Markets

Session III: Markets

Session IV: Link between Markets and Customers

Session V: Research Frameworks and Brainstorming

Session VI: Customers

Session VII: Link between Customers and Organizations

Session VIII: Organizational Performance

Session IX: Link between Customers and Organizational Performance

Session X: Research Frameworks and Brainstorming

Course Conclusions

SESSION I: Organizations

1. Simester, Duncan I, and Birger Wernerfelt (2005), "Determinants of Asset Ownership: A Study of the Carpentry Trade", Review of Economics and Statistics, 87, no. 1, February, 50-58.

2. Jehoshua Eliashberg and Thomas S. Robertson (1988), New Product Preannouncing Behavior: A Market Signaling Study *Journal of Marketing Research*, Vol. 25, No. 3 (Aug), 282-292.

3. Manjit S. Yadav, Jaideep C. Prabhu, and Rajesh K. Chandy (2007) Managing the Future: CEO Attention and Innovation Outcomes. *Journal of Marketing*: October, Vol. 71, No. 4, 84-101.

4. Sandy D. Jap (1999) Pie-Expansion Efforts: Collaboration Processes in Buyer-Supplier Relationships *Journal of Marketing Research*, Vol. 36, No. 4 (Nov., 1999), pp. 461-475.

SESSION II: Link between Organizations and Markets

5. Uri Simonsohn (2010), "eBay's Crowded Evenings: Competition Neglect in Market Entry Decisions," *Management Science*, 56(7), 1060-1073.

6. Peter N. Golder, Gerard J. Tellis, (2004), "Growing, Growing, Gone: Cascades, Diffusion, and Turning Points in the Product Life Cycle," *Marketing Science* 23(2):207-218.

7. Eric T. Anderson, Nathan M. Fong, Duncan I. Simester, Catherine E. Tucker (2010) How Sales Taxes Affect Customer and Firm Behavior: The Role of Search on the Internet. *Journal of Marketing Research*: April 2010, Vol. 47, No. 2, pp. 229-239.

8. Tucker Catherine, Juanjuan Zhang, and Ting Zhu (2013), "Days on Market and Home Sales," *The RAND Journal of Economics* Volume 44, Issue 2, pages 337-360, Summer 2013

SESSION III: Markets

9. Brynjolfsson, Erik and Michael D. Smith (2000), "Frictionless Commerce? A Comparison of Internet and Conventional Retailers," *Management Science* 2000, 46:4 , 563-585

10. Jensen, R. (2007), "The digital divide: Information (technology), market performance, and welfare in the South Indian fisheries sector," *The quarterly journal of economics*, 2007.

11. Catherine Tucker and Juanjuan Zhang (2010), "Growing Two-Sided Networks by Advertising the User Base: A Field Experiment," *Marketing Science* 29:5, 805-814.

12. Gerard J. Tellis, Eden Yin, Rakesh Niraj (2009), "Does Quality Win? Network Effects versus Quality in High-Tech Markets," *Journal of Marketing Research* 2009 46:2, 135-149.

SESSION IV: Link between Markets and Customers

13. Thomas, Manoj, Daniel H. Simon, and Vrinda Kadiyali (2010), "The Price Precision Effect: Evidence from Laboratory and Market Data," *Marketing Science*, 29(1), 175-190.

14. Anderson, Eric and Duncan Simester (2010) "Price Stickiness and Customer Antagonism," *Quarterly Journal of Economics*, 125.2: 729-65.

15. Lynch, Jr., John G. and Dan Ariely (2000), "Wine Online: Search Costs Affect Competition on Price, Quality, and Distribution," *Marketing Science* 19:1, 83-103.

16. Ailawadi, Kusum L., Donald R. Lehmann, and Scott A. Neslin (2001) Market Response

to a Major Policy Change in the Marketing Mix: Learning from Procter & Gamble's Value Pricing Strategy. *Journal of Marketing*: Vol. 65, No. 1, 44-61.

SESSION VI: Customers

17. Godes, David and Dina Mayzlin (2004), "Using Online Conversation to Study Word-of-Mouth Communication," *Marketing Science*, 23 (Fall), 545-560.
18. Jonah Berger, Eric M. Schwartz (2011), "What Drives Immediate and Ongoing Word of Mouth?" *Journal of Marketing Research*: October 2011, Vol. 48, No. 5, 869-880.
19. Eliashberg, Jehoshua and Steven M. Shugan (1997), "Film Critics: Influencers or Predictors?" *Journal of Marketing*, Vol. 61, No. 2 (Apr., 1997), 68-78.
20. Jaishankar Ganesh, Mark J. Arnold and Kristy E. Reynolds (2000), "Understanding the customer base of service providers: an examination of the differences between switchers and stayers," *Journal of Marketing*, Vol. 64, No. 3, 65-87.

SESSION VII: Link between Customers and Organizations

21. Godes, David and Dina Mayzlin (2009), "Firm-Created Word-of-Mouth Communication: Evidence from a Field Test," *Marketing Science*, 28(4), 721-739.
22. Bayus Barry L. (2013), "Crowdsourcing New Product Ideas Over Time: An Analysis of the Dell IdeaStorm Community," *Management Science* 9:1, 226-244.
23. Lilien, Gary L., Pamela D. Morrison, Kathleen Searls, Mary Sonnack, and Eric von Hippel (2002), "Performance Assessment of the Lead User Idea-Generation Process for New Product Development," *Management Science*, 48(8), 1042-1059.
24. Reinartz Werner J. and V. Kumar (2003), "The Impact of Customer Relationship Characteristics on Profitable Lifetime Duration," *Journal of Marketing* Vol. 67, No. 1 77-99.

SESSION VIII: Organizational Performance

25. Kusum L. Ailawadi, Jie Zhang, Aradhna Krishna, Michael W. Kruger (2010) When Wal-Mart Enters: How Incumbent Retailers React and How This Affects Their Sales Outcomes. *Journal of Marketing Research*: August 2010, Vol. 47, No. 4, 577-593.
26. Ailawadi, Kusum L., Donald R. Lehmann and Scott A. Neslin (2003), Revenue Premium as an Outcome Measure of Brand Equity *Journal of Marketing*, Vol. 67, No. 4 (Oct., 2003), 1-17.
27. Mizik, Natalie, Robert Jacobson (2003) Trading Off Between Value Creation and Value Appropriation: The Financial Implications of Shifts in Strategic Emphasis. *Journal of Marketing*: January 2003, Vol. 67, No. 1, 63-76.
28. Kishore, Sunil, Rao, Raghunath Singh, Narasimhan, Om and John, George (2013) Bonuses versus commissions: a field study. *Journal of Marketing Research*, 50 (3). 317-333.

SESSION IX: Link between Customers and Organizational Performance

29. Roland T. Rust, Katherine N. Lemon, Valarie A. Zeithaml (2004), "Return on Marketing: Using Customer Equity to Focus Marketing Strategy," *Journal of Marketing*, 68(1) 109-127.

30. Morgan, Neil A. and Lopo L. Rego The Value of Different Customer Satisfaction and Loyalty Metrics in Predicting Business Performance Marketing Science Vol. 25, No. 5 (Sep. - Oct., 2006), 426-439.

31. Crina O. Tarasi, Ruth N. Bolton, Michael D. Hutt, Beth A. Walker (2011), "Balancing Risk and Return in a Customer Portfolio," Journal of Marketing, Vol. 75, No. 3, 1-17.

32. Gupta, Sunil, Donald R. Lehmann and Jennifer Ames Stuart (2004), "Valuing Customers," Journal of Marketing Research, Vol. 41, No. 1 (Feb., 2004), 7-18.

Grading Scheme : Each research proposal will comprise a research question including its motivation and implication. This should be 2-3 pages long and may contain anecdotes, media articles, personal observations etc. It may also broadly specify different research areas, or paradigms that may provide relevant literature.

The final term paper will be based on one of these two proposals will be grounded in the relevant literature, a method for investigating it, potential data sources, mock example of the data, model, and analysis. The proposal may involve a survey, field experiment, a quasi or natural experiment, multivariate analysis of secondary data, or meta-analysis. See deadlines below.

Students need to complete all weekly assignments in time. Late submissions will not be accepted and students will not receive any credit. Students will also attend all class sessions punctually and should inform the instructor ahead of time for any absence. Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

Powerpoint Assignments/ Presentations (8 @ 5 points)	40%
Short Research Proposal	20%
Final Term Paper	40%

The final letter grading scale will be set by the instructor based on the performance of a student relative to the class average and standard deviation. For more information on the grading policy see: <http://www.registrar.ufl.edu/staff/grades.html>
Details of the letter grades and grade point computation can be found at: <http://www.registrar.ufl.edu/catalog1011/policies/regulationgrades.html>

Requirements for class attendance and make-up exams, assignments, and other work are consistent with university policies that can be found at: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

Accommodations/Disability:

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, <https://www.dso.ufl.edu/drc/>) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

Evaluating Course:

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu> . Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/>

Instructor(s) : Dr. Debanjan Mitra, City Furniture Professor of Marketing
Associate Professor
University of Florida,
Warrington College of Business
Department of Marketing
PO Box 117155
255D STZ
Gainesville, Florida 32611-7155

PH: 352.273.3284

Email: deb.mitra@warrington.ufl.edu

Office Hours: After class and by appointment