COURSE OBJECTIVE

This seminar course provides an exposure to the scholarly development of the marketing discipline. Course material will equip students with crucial skills to review and to critically evaluate theoretical and empirical literature in substantive domains within the marketing discipline. This course is designed in a seminar format.

INSTRUCTOR AND CONTACT INFORMATION

Dr. Ashish Pujari Associate
Professor of Marketing Meeting
only by appointment
DSB 205, Email: pujarid@mcmaster.ca

COURSE OBJECTIVE

This seminar will examine the extant research in the area of marketing management and marketing decisions. The course will cover among others issues such as market structure, competitive strategy, market analysis, contracts, attitudinal theories, marketing communication, firm performance and innovation.

LEARNING OUTCOMES

The key learning outcomes of this course are:

- to understand and comprehend the marketing literature in substantive domains of marketing strategy, NPD and innovation, marketing channels, marketing productivity, social media, etc.
- to be able to critically review the scholarly body of knowledge in the marketing discipline and extend the knowledge by proposing new directions, and
- to be able to present and articulate (both in written and verbal format) research ideas and reviews in an academic peer-reviewed and scholarly setting.

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Required Course Materials and Readings

Required readings for each week are listed in the course schedule section.

Further readings:
1. Marketing Classics by Enis, Cox and Mokwa.

Evaluation

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Conversion

At the end of the course your overall percentage grade will be converted to your letter grade in accordance with the following conversion scheme.

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www.dgroote.mcmaster.ca
Assignment #1 to # 7

Details TBA

Participation

Details TBA

Please review the Graduate Examinations Policy (if applicable):

ACADEMIC DISHONESTY

It is the student’s responsibility to understand what constitutes academic dishonesty. Please refer to the University Senate Academic Integrity Policy at the following URL:

http://www.mcmaster.ca/policy/Students-AcademicStudies/AcademicIntegrity.pdf

This policy describes the responsibilities, procedures, and guidelines for students and faculty should a case of academic dishonesty arise. Academic dishonesty is defined as to knowingly act or fail to act in a way that results or could result in unearned academic credit or advantage. Please refer to the policy for a list of examples. The policy also provides faculty with procedures to follow in cases of academic dishonesty as well as general guidelines for penalties. For further information related to the policy, please refer to the Office of Academic Integrity at:

http://www.mcmaster.ca/academicintegrity

MISSED ACADEMIC WORK

Late assignments will not be accepted. No extensions are available except under extraordinary circumstances. Please discuss any extenuating situation with your instructor at the earliest possible opportunity.

POTENTIAL MODIFICATIONS TO THE COURSE

The instructor and university reserve the right to modify elements of the course during the term. The university may change the date and deadlines for any or all courses in extreme circumstances. If either type of modification becomes necessary, reasonable notice and communication with the students will be given with explanation and the opportunity to comment on changes. It is the responsibility of the student to check their McMaster email and course websites weekly during the term and to note any changes.

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[http://www.copyright.mcmaster.ca/Access_Copyright_Agreement](http://www.copyright.mcmaster.ca/Access_Copyright_Agreement)

**STUDENT ACCESSIBILITY SERVICES**

Student Accessibility Services (SAS) offers various support services for students with disabilities. Students are required to inform SAS of accommodation needs for course work at the outset of term. Students must forward a copy of such SAS accommodation to the instructor normally, within the first three (3) weeks of classes by setting up an appointment with the instructor. If a student with a disability chooses NOT to take advantage of an SAS accommodation and chooses to sit for a regular exam, a petition for relief may not be filed after the examination is complete. The SAS website is:

[http://sas.mcmaster.ca](http://sas.mcmaster.ca)

**RESEARCH USING HUMAN SUBJECTS**

Research involving human participants is premised on a fundamental moral commitment to advancing human welfare, knowledge and understanding. As a research intensive institution, McMaster University shares this commitment in its promotion of responsible research. The fundamental imperative of research involving human participation is respect for human dignity and well-being. To this end, the University endorses the ethical principles cited in the Tri-Council Policy Statement: Ethical Conduct for Research Involving Humans:


[www.degroote.mcmaster.ca](http://www.degroote.mcmaster.ca)
McMaster University has mandated its Research Ethics Boards to ensure that all research investigations involving human participants are in compliance with the Tri-Council Policy Statement. The University is committed, through its Research Ethics Boards, to assisting the research community in identifying and addressing ethical issues inherent in research, recognizing that all members of the University share a commitment to maintaining the highest possible standards in research involving humans.

If you are conducting original research, it is vital that you behave in an ethical manner. For example, everyone you speak to must be made aware of your reasons for eliciting their responses and consent to providing information. Furthermore, you must ensure everyone understands that participation is entirely voluntary. Please refer to the following website for more information about McMaster University’s research ethics guidelines:

http://www.mcmaster.ca/ors/ethics

Organizations that you are working with are likely to prefer that some information be treated as confidential. Ensure that you clarify the status of all information that you receive from your client. You MUST respect this request and cannot present this information in class or communicate it in any form, nor can you discuss it outside your group. Furthermore, you must continue to respect this confidentiality even after the course is over.

### COURSE SCHEDULE

#### SESSION AND TOPIC ARTICLES

**Week 1: Course introduction:**
Content, learning outcomes and format
Expectations and responsibilities
Assessment
Reviewing scholarly articles in marketing

**Week 2: Evolution of Marketing thought, concept, theory, logic, etc.**

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**Week 3: Market Orientation/Corporate Culture**
Subin Im, and John P. Workman Jr. (2004), Market Orientation, Creativity, and New Product Performance in High-Technology Firms, Journal of Marketing, 68 (2), April

**Week 4: Marketing Capabilities/Resources and Competition**

**Week 5: Organizational Buying Behaviour and Buyer-Seller Relationships**
Jagdish N. Seth (1973), A Model of Industrial Buyer Behavior Journal of Marketing, Vol. 37, No. 4 (Oct., 1973) (pp. 50-56)

[www.degroote.mcmaster.ca](http://www.degroote.mcmaster.ca)

Week 6: Marketing Channels

Week 7:
TBA- Recess

Week 8: New Products and Radical Product Innovation

Week 9: Cross-functionality

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Week 10:
TBA

Week 11: Customer Value and Customer Management
Brief informal review of work-in-progress in Assignment 3.

Week 12: Marketing in the Digital World: Media, advertising and relationships

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**Week 13: Marketing Metrics/productivity/ effectiveness**


**Week 14:**

Presentation