

**M774**  
**Special Topics in Marketing Strategy I: Marketing-Finance Interface**  
**Winter 2024**  
**Course Outline**

**Marketing,**  
**DeGroote School of Business**  
**McMaster University**

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***COURSE OBJECTIVE***

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This seminar-based course intends to prepare Ph.D. students to undertake independent scholarly research in the domain of Marketing Strategy (with a focus on the Marketing-Finance Interface). To achieve this, the course will cover some key theoretical perspectives, substantive questions, managerial concerns and methodological issues in this domain.

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***INSTRUCTOR AND CONTACT INFORMATION***

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**Prof. Manish Kacker**  
Associate Professor, Marketing  
[mkacker@mcmaster.ca](mailto:mkacker@mcmaster.ca)  
Office: DSB #202  
Office Hours: By appointment  
Tel: (905) 525-9140 x21658

Course website: <https://avenue.mcmaster.ca/>

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***COURSE ELEMENTS***

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Credit Value: 3	Leadership: No	IT skills: Yes	Global view: Yes
A2L: Yes	Ethics: Yes	Numeracy: Yes	Written skills: Yes
Participation: Yes	Innovation: Yes	Group work: No	Oral skills: Yes
Evidence-based: Yes	Experiential: No	Final Exam: No	Guest speaker(s): No

### COURSE DESCRIPTION

This seminar will focus on specific areas in marketing strategy with an emphasis on firm level analysis. Topics will vary.

### LEARNING OUTCOMES

The course will help students develop the ability to independently conduct both theoretical and theory-driven empirical research in the areas of the covered topics.

### REQUIRED COURSE MATERIALS AND READINGS

The required textbook is:

*Handbook of Marketing and Finance*. Ganesan, S. (Ed.). Edward Elgar Publishing. 2012.

In addition, a number of articles will be used. A list of required readings for each week will be provided to you.

### EVALUATION

Class preparation, presentations and participation	30 %
Article Critiques x 2	30%
Idea Paper	5%
Research Paper and Presentation	35 %

### 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.

Grade	Points	Equivalent Percentages
A+	12	90 – 100
A	11	85 – 89
A-	10	80 – 84
B+	9	77 – 79
B	8	73 – 76
B-	7	70 – 72
F	0	69 and under

## ***Class preparation, presentations and participation***

Class preparation, presentations and participation is worth **30%** of your final grade. Class participation and on-time attendance in each class session is required. Students are expected to read on time and be prepared to discuss (with minimum facilitation) all of the required material. Students will be also be required to present papers that will be pre-assigned. In addition, considerable weight will be given to your contributions to class discussions for articles that you are not required to present. You should be prepared to discuss all assigned papers for each class. I expect that you will have read each article carefully and have considered its merits, limitations, and how it relates to both the other articles that we are covering on a given day as well as how it fits into the broader set of readings that we have covered up to that point. In addition to helping you prepare for each seminar discussion, this level of integrative processing will help you prepare for your comprehensive examinations, develop research ideas and ultimately grow as a scholar. Contributions to class discussions will be assessed on the basis of the student's ability to comprehend, analyze, present, synthesize and evaluate the assigned readings.

## ***Article Critiques***

This assignment is worth **30% (2 x 15%)** of your final grade and will be marked individually. Each student will critically evaluate two journal articles. The papers will be selected from papers not on the reading list for this course.

## ***Idea Paper***

This assignment is worth **5%** of your final grade and will be marked individually. Each student is required to submit one short "idea" paper (3 pages in length + references). The papers should be in a research proposal format and should focus on developing a testable event study. An extensive literature review or analysis of data for these papers is not expected at this stage. The focus will be on the idea.

In general, the following format is suggested:

- a. Description of the problem,
- b. Discussion of relevant paper(s),
- c. Development of your model,
- d. Proposal for testing, and
- e. Expected contribution.

Ideally, the ideas should lead to strong, potentially publishable event study paper. I will review your paper and provide detailed feedback about your ideas during an individual meeting.

## ***Research Paper and Presentation***

Each student is required to create an independent and original manuscript relevant to the topics covered in the seminar. This paper will account for **35 %** of your total course grade. This paper should use the event study methodology to make a contribution to the substantive domains covered in the course and provide a set of testable hypotheses and preliminary data analyses. For the sake of consistency, it should be written using the Journal of Marketing's submission guidelines. This paper will be evaluated using the manuscript evaluation criteria employed for the review of articles submitted to the Journal of Marketing. You should carefully examine and think about these criteria as you develop your paper. Due to time restrictions, you are only required to complete initial data analyses for the paper.

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### ***REQUESTING RELIEF FOR MISSED ACADEMIC WORK***

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In the event of an absence for medical or other reasons, students should review and follow the Academic Regulation in the Undergraduate Calendar [“Requests for Relief for Missed Academic Term Work”](#) and the link below;

<http://ug.degroot.mcmaster.ca/forms-and-resources/missed-course-work-policy/>

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### ***ACADEMIC INTEGRITY***

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You are expected to exhibit honesty and use ethical behaviour in all aspects of the learning process. Academic credentials you earn are rooted in principles of honesty and academic integrity. **It is your responsibility to understand what constitutes academic dishonesty.**

Academic dishonesty is to knowingly act or fail to act in a way that results or could result in unearned academic credit or advantage. This behaviour can result in serious consequences, e.g. the grade of zero on an assignment, loss of credit with a notation on the transcript (notation reads: “Grade of F assigned for academic dishonesty”), and/or suspension or expulsion from the university.

For information on the various types of academic dishonesty please refer to the [Academic Integrity Policy](#), located at <https://secretariat.mcmaster.ca/university-policies-procedures-guidelines/>

The following illustrates only three forms of academic dishonesty:

- plagiarism, e.g. the submission of work that is not one's own or for which other credit has been obtained.
- improper collaboration in group work.
- copying or using unauthorized aids in tests and examinations.

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### *AUTHENTICITY/PLAGIARISM DETECTION*

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*Some courses may* use a web-based service (Turnitin.com) to reveal authenticity and ownership of student submitted work. For courses using such software, students will be expected to submit their work electronically either directly to Turnitin.com or via an online learning platform (e.g. A2L, etc.) using plagiarism detection (a service supported by Turnitin.com) so it can be checked for academic dishonesty.

Students who do not wish their work to be submitted through the plagiarism detection software must inform the Instructor before the assignment is due. No penalty will be assigned to a student who does not submit work to the plagiarism detection software.

**All submitted work is subject to normal verification that standards of academic integrity have been upheld** (e.g., on-line search, other software, etc.). For more details about McMaster's use of Turnitin.com please go to [www.mcmaster.ca/academicintegrity](http://www.mcmaster.ca/academicintegrity).

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### *COURSES WITH AN ON-LINE ELEMENT*

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*Some courses may* use on-line elements (e.g. email, Avenue to Learn (A2L), web pages, TopHat, MS Teams, etc.). Students should be aware that, when they access the electronic components of a course using these elements, private information such as first and last names, user names for the McMaster e-mail accounts, and program affiliation may become apparent to all other students in the same course.

The available information is dependent on the technology used. Continuation in a course that uses on-line elements will be deemed consent to this disclosure. If you have any questions or concerns about such disclosure please discuss this with the course instructor.

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### *ONLINE PROCTORING*

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*Some courses may* use online proctoring software for tests and exams. This software may require students to turn on their video camera, present identification, monitor and record their computer activities, and/or lock/restrict their browser or other applications/software during tests or exams. This software may be required to be installed before the test/exam begins.

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## *CONDUCT EXPECTATIONS*

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As a McMaster student, you have the right to experience, and the responsibility to demonstrate, respectful and dignified interactions within all of our living, learning and working communities. These expectations are described in the [Code of Student Rights & Responsibilities](#) (the “Code”). All students share the responsibility of maintaining a positive environment for the academic and personal growth of all McMaster community members, **whether in person or online**.

It is essential that students be mindful of their interactions online, as the Code remains in effect in virtual learning environments. The Code applies to any interactions that adversely affect, disrupt, or interfere with reasonable participation in University activities. Student disruptions or behaviours that interfere with university functions on online platforms (e.g. use of Avenue 2 Learn, WebEx or Zoom for delivery), will be taken very seriously and will be investigated. Outcomes may include restriction or removal of the involved students’ access to these platforms.

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## *ACADEMIC ACCOMMODATION OF STUDENTS WITH DISABILITIES*

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Students with disabilities who require academic accommodation must contact [Student Accessibility Services](#) (SAS) at 905-525-9140 ext. 28652 or [sas@mcmaster.ca](mailto:sas@mcmaster.ca) to make arrangements with a Program Coordinator. For further information, consult McMaster University’s [Academic Accommodation of Students with Disabilities](#) policy.

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## *ACADEMIC ACCOMMODATION FOR RELIGIOUS, INDIGENOUS OR SPIRITUAL OBSERVANCES (RISO)*

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Students requiring academic accommodation based on religious, indigenous or spiritual observances should follow the procedures set out in the [RISO](#) policy. Students should submit their request to their Faculty Office **normally within 10 working days** of the beginning of term in which they anticipate a need for accommodation or to the Registrar's Office prior to their examinations. Students should also contact their instructors as soon as possible to make alternative arrangements for classes, assignments, and tests.

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### ***COPYRIGHT AND RECORDING***

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Students are advised that lectures, demonstrations, performances, and any other course material provided by an instructor include copyright protected works. The Copyright Act and copyright law protect every original literary, dramatic, musical and artistic work, **including lectures** by University instructors.

The recording of lectures, tutorials, or other methods of instruction may occur during a course. Recording may be done by either the instructor for the purpose of authorized distribution, or by a student for the purpose of personal study. Students should be aware that their voice and/or image may be recorded by others during the class. Please speak with the instructor if this is a concern for you.

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### ***EXTREME CIRCUMSTANCES***

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The University reserves the right to change the dates and deadlines for any or all courses in extreme circumstances (e.g., severe weather, labour disruptions, etc.). Changes will be communicated through regular McMaster communication channels, such as McMaster Daily News, A2L and/or McMaster email.

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### ***RESEARCH USING HUMAN SUBJECTS***

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All researchers conducting research that involves human participants, their records or their biological material are required to receive approval from one of McMaster's Research Ethics Boards before (a) they can recruit participants and (b) collect or access their data. Failure to comply with relevant policies is a research misconduct matter. Contact these boards for further information about your requirements and the application process.

McMaster Research Ethics Board (General board): <https://reo.mcmaster.ca/>

Hamilton Integrated Research Ethics Board (Medical board): <http://www.hireb.ca/>

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### *ACKNOWLEDGEMENT OF COURSE POLICIES*

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Your enrolment in Commerce **XXXX** will be considered to be an implicit acknowledgement of the course policies outlined above, or of any other that may be announced during lecture and/or on A2L. **It is your responsibility to read this course outline, to familiarize yourself with the course policies and to act accordingly.**

Lack of awareness of the course policies **cannot be invoked** at any point during this course for failure to meet them. It is your responsibility to ask for clarification on any policies that you do not understand.

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### *POTENTIAL MODIFICATION TO THE COURSE*

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The instructor and university reserve the right to modify elements of the course during the term. The university may change the dates 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.

The University reserves the right to change the dates and deadlines for any or all courses in extreme circumstances (e.g., severe weather, labour disruptions, etc.). Changes will be communicated through regular McMaster communication channels, such as McMaster Daily News, A2L and/or McMaster email.



***COURSE SCHEDULE***

<b>Week</b>	<b>Date</b>	<b>Topic</b>
1	Jan 9	Course Introduction Marketing-Finance Interface: Core Concepts and Frameworks
2	Jan 16	Marketing-Finance Interface: Methods
3	Jan 23	Marketing-Finance Interface: Effects of Marketing Strategies – Performance Measures
4	Jan 30	Marketing-Finance Interface: Effects of Marketing Strategies – Customer Metrics
5	Feb 6	Marketing-Finance Interface: Effects of Marketing Strategies – Innovation and Branding
6	Feb 13	Marketing-Finance Interface: Effects of Marketing Strategies – Distribution Channels and Interorganizational Relationships
7	Feb 27	Marketing-Finance Interface: Effects of Marketing Strategies – Promotion and Pricing
8	Mar 5	Marketing-Finance Interface: Effects of Marketing Strategies – Digital Strategy
9	Mar 12	Marketing-Finance Interface: Effects of Marketing Strategies – Corporate Social Responsibility in Marketing
10	Mar 19	Marketing-Finance Interface: Effects of Marketing Strategies – Corporate Social Irresponsibility in Marketing
11	Mar 26	Marketing-Finance Interface: Finance-Marketing Interface – Corporate Financial Policy
12	April 2	Marketing-Finance Interface: Finance-Marketing Interface – IPOs and SEOs
13	April 9	Final Presentations

Note: The above schedule is tentative and is subject to change.