Ivey Business School
BUS 9804a – THEORIES OF MARKETING
Syllabus
Fall 2013

CLASS TIME: Friday 1 to 4pm, unless otherwise indicated (see p.3)

LOCATION: 3102

PROFESSOR: Kersi D. Antia
Room: 2360
Office Hours: MW 3-4pm, or by appointment
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Email: mreffle@ivey.ca

SEMINAR OBJECTIVES

This seminar is designed to provide marketing doctoral students (and other interested individuals) with a broad exposure to the major theories in marketing and the marketing strategy literature. This exposure includes coverage of both classic and recent research in the field. This course will provide you with a working knowledge of the important substantive topics and conceptual ideas that underlie historic and contemporary marketing strategy research. Given marketing strategy’s interdisciplinary roots, this course will also cover important works in related fields, including management, economics, and sociology. The major objectives are to help you (1) understand the methods and perspectives employed in the area, (2) become a more sophisticated consumer of marketing strategy-related research, and (3) identify areas for future research activity.

SCOPE OF SEMINAR

Marketing is a broad field of study, and it is impossible to cover every topic and perspective in a single seminar. This breadth of disciplinary coverage represents the conceptual and empirical breadth of the issues dealt with by marketing strategy scholars. As this is a marketing seminar, marketing journals articles account for the largest portion of our readings. I have tried to include a mix of both historic and classic readings in order to provide you with some background into where these ideas started and where they are currently headed. For students who are pursuing the marketing strategy area as an avenue for research, and for future reference, an extensive list of recommended readings is provided.

FORMAT

Thirteen seminar meetings have been scheduled. A set of required readings has been assigned for each meeting. You are expected to thoroughly read and analyze all of the required readings prior to each seminar meeting. Each of you may choose particular weeks when you would be the discussion leader. The discussion leader will be expected to prepare discussion questions for specific readings. A maximum of five questions should be developed to address key issues discussed in each of the assigned readings. It would also be useful to attempt to contrast/integrate the assigned readings with other topics covered in prior meetings. A copy of the questions should be distributed by e-mail to each of the seminar participants by noon of the day prior to the meeting. The discussion leader(s) will have the

1 Given the number of seminar participants, you will likely be asked to prepare discussion questions for two-three meetings.
responsibilities of leading the discussion and summarizing and synthesizing the articles with some brief closing remarks.

To a large extent, the value of this seminar will depend on your level of preparation and participation in the discussion. Course credit will be given based on quality of class participation and a term paper (see “Assignments” below).

PREREQUISITES

It is assumed that every student is familiar with the general principles of research design, measurement, and multivariate statistical analysis. I will provide additional references and readings where necessary.

ASSIGNMENTS

You will be required to write a term paper for the seminar. The paper should be original work, and be written specifically for this seminar. An overview of the paper idea/abstract (max 3 pages double-spaced) is due November 1. The abstract should focus on what you are proposing to do (versus what others have done, or a literature review).

The final paper is due on December 6, the last day of class. No incompletes will be given. The specific format for this paper must be consistent with AMA conference submission stipulations – a max of 20 double-spaced pages including all tables, references, etc., with 12 point Times Roman font and 1 inch margins. The idea here is to have a manuscript that could potentially be submitted for presentation at a conference with very little additional work. I will also circulate an actual AMA conference review form, so that you completely understand the criteria of manuscript evaluation. You will also present your paper in class on December 6.

Your seminar grade will be determined on the following basis:

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<tbody>
<tr>
<td>Seminar participation:</td>
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<tr>
<td>Term paper:</td>
<td>40%</td>
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<tr>
<td>Presentation of term paper:</td>
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ACADEMIC INTEGRITY

Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, at the following Web site: [http://www.uwo.ca/univsec/handbook/appeals/scholastic_discipline_grad.pdf](http://www.uwo.ca/univsec/handbook/appeals/scholastic_discipline_grad.pdf)

All required papers may be subject to submission for textual similarity review to the commercial plagiarism-detection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between The University of Western Ontario and [Turnitin.com](http://www.turnitin.com).
### SCHEDULE

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<thead>
<tr>
<th>Session</th>
<th>Date</th>
<th>Topic</th>
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<tbody>
<tr>
<td>1</td>
<td>September 10*</td>
<td>Seminar Overview; Crafting research papers; the Review Process.</td>
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<tr>
<td>2</td>
<td>September 20</td>
<td>Foundations of Marketing Strategy</td>
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<tr>
<td>3</td>
<td>September 27</td>
<td>Methods in Strategy Research: Statistical Significance, Moderators, CMV.</td>
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<td>4</td>
<td>October 1*</td>
<td>Market Orientation</td>
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<td>5</td>
<td>October 11</td>
<td>Transaction Costs Analysis</td>
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<td>6</td>
<td>October 18</td>
<td>Agency Theory</td>
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<td>7</td>
<td>October 25</td>
<td>Inter- and Intra-organizational Networks</td>
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<td>8</td>
<td>November 1</td>
<td>Resource-Capability Theory</td>
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<td><strong>Term Paper Abstract due</strong></td>
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<td>9</td>
<td>November 5*</td>
<td>Institutional View of Strategy</td>
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<td>10</td>
<td>November 15</td>
<td>Interfirm Competition</td>
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<tr>
<td>11</td>
<td>November 22</td>
<td>Marketing Mix I: Products, Promotion</td>
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<td>12</td>
<td>November 29</td>
<td>Marketing Mix II: Price, Distribution</td>
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<tr>
<td>13</td>
<td>December 6</td>
<td>Term Paper Presentation</td>
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* Please note that this session meets on Tuesday, instead of the regularly scheduled class on Friday, because of visiting MKTG Ivey Research Series visitors. Further such changes may be required, as the IRS series schedule evolves.
Session 1: Crafting Research Papers; the Review Process

Required


Supplemental


Session 2: Foundations of Marketing Strategy

Required


Supplemental


Session 3: Methods in Strategy Research: Statistical Significance, Moderators, CMV

**Required**


Also see [http://retractionwatch.wordpress.com/](http://retractionwatch.wordpress.com/). We will discuss its implications in class.

**Supplemental**


Session 4: Market Orientation

Required


Supplemental


Session 5: Transaction Cost Theory

Required


Supplemental


Session 6: Agency Theory

Required


Supplemental


Agency Theory: Recommended Readings (Cont.)


Session 7: Inter- and Intra-Organizational Networks

Required


Supplemental


Supplemental (Continued)


Required


Supplemental


Required

Supplemental
Session 10: Interfirm Competition

Required


Supplemental


Required


Supplemental


Session 12: Marketing Mix II – Price, Distribution

Required


Supplemental


