Ivey Business School
BUS 9804a – THEORIES OF MARKETING
Syllabus
Fall 2017

CLASS TIME: Wednesdays from 2-5pm (please see p.3 for schedule changes, though)

LOCATION: 2348

PROFESSOR: Kersi D. Antia
Room: 2360
Office Hours: W after class, or by appointment
Tel: 519-661-4179
Email: kantia@ivey.ca

ASSISTANT: Sylvie Salewski
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Email: ssalewski@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

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1 Given the number of seminar participants, you will likely be asked to prepare discussion questions for two 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 **October 25**. 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. **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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<tr>
<th>Component</th>
<th>Weightage</th>
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<tbody>
<tr>
<td>Seminar participation:</td>
<td>40%</td>
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<tr>
<td>Term paper:</td>
<td>40%</td>
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<tr>
<td>Presentation of term paper:</td>
<td>20%</td>
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**PLAGIARISM / 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/pdf/academic_policies/appeals/scholastic_discipline_grad.pdf](http://www.uwo.ca/univsec/pdf/academic_policies/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](http://www.turnitin.com)).

**HEALTH AND WELLNESS**

As part of a successful graduate student experience at Western, we encourage students to make their health and wellness a priority. Western provides several on campus health-related services to help you achieve optimum health and engage in healthy living while pursuing your graduate degree. For example, to support physical activity, all students, as part of their registration, receive membership in Western’s Campus Recreation Centre. Numerous cultural events are offered throughout the year. Please check out the Faculty of Music web page [http://www.music.uwo.ca](http://www.music.uwo.ca), and our own McIntosh Gallery [http://www.mcintoshgallery.ca](http://www.mcintoshgallery.ca). Information regarding health- and wellness-related services available to students may be found at [http://www.health.uwo.ca](http://www.health.uwo.ca).
Students seeking help regarding mental health concerns are advised to speak to someone they feel comfortable confiding in, such as their faculty supervisor, their program director (graduate chair), or other relevant administrators in their unit. Campus mental health resources may be found at [http://www.health.uwo.ca/mental_health/resources.html](http://www.health.uwo.ca/mental_health/resources.html).

To help you learn more about mental health, Western has developed an interactive mental health learning module, found here: [http://uwo.ca/health/mental_wellbeing/education/module.html](http://uwo.ca/health/mental_wellbeing/education/module.html). This module is 30 minutes in length and provides participants with a basic understanding of mental health issues and of available campus and community resources. Topics include stress, anxiety, depression, suicide and eating disorders. After successful completion of the module, participants receive a certificate confirming their participation.
## 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 6</td>
<td>Seminar Overview; Crafting research papers; the Review Process.</td>
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<tr>
<td>2</td>
<td>September 13</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>September 28*</td>
<td>Market Orientation</td>
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<td>5</td>
<td>October 18</td>
<td>Transaction Cost Analysis</td>
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<td>6</td>
<td>October 25</td>
<td>Agency Theory</td>
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<td>7</td>
<td>November 1</td>
<td>Inter- and Intra-organizational Networks</td>
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<td>8</td>
<td>November 8</td>
<td>Resource-Capability Theory</td>
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<td>9</td>
<td>November 15</td>
<td>Institutional View of Strategy</td>
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<td>10</td>
<td>November 22</td>
<td>Interfirm Competition</td>
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<td>11</td>
<td>November 29</td>
<td>Marketing Mix I: Products, Promotion</td>
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<td>12</td>
<td>November 30*</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 will not meet on the regularly scheduled class day of Wednesday. Further such changes may be required.
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/. We will discuss its implications in class.

Supplemental


Ivey Business School at Western University

Session 4: Market Orientation

Required


Supplemental


Session 5: Transaction Cost Theory

Required


Supplemental


Required


Supplemental


Session 7: Inter- and Intra-Organizational Networks

Required


Supplemental


Session 8: Resource-Capability Theory

Required


Supplemental


Session 9: Institutional View of Strategy

**Required**


**Supplemental**


Session 10: Interfirm Competition

Required


Supplemental


Required


Supplemental


Session 12: Marketing Mix II – Price, Distribution

Required


Supplemental


