



# MCS\*6100, Marketing Theory, F17

## 0.5 Credit

### General Course Information

<b>Instructor:</b>	Dr Brent McKenzie, MBA, PhD
<i>Email</i>	<a href="mailto:bmckenzi@uoguelph.ca">bmckenzi@uoguelph.ca</a>
<i>Office Location</i>	MINS201a, x52111
<i>Office Hours</i>	By appointment
<i>Department/School</i>	Marketing and Consumer Studies
<b>Class Schedule:</b>	Mondays 2:30-5:20 – MCKN 342
<b>Pre-requisites:</b>	Enrolment in MCS MSc program

### Course Description

This course is designed to introduce graduate students to the fundamentals of and state of the art in marketing theory. Consequently, students will be exposed to articles published in academic journals that span across several decades as well as more recent publications. This course also allows students to develop their own ideas regarding a more specific topic that might be of future research interest. The expectation of this course is to have an interactive environment, in which each student is meant to be continuously engaged and to think critically. There is an expectation that the level of critical thinking and knowledge growth falls within the realm of the science of marketing and/or the empirical nature of marketing research and is not simply about marketing practice.

### Course Learning Outcomes

The objectives of this course are to:

1. Increase students' depth of understanding of marketing by tying theories to marketing management.
2. Broaden students' knowledge of marketing by reviewing and discussing other areas of concern to marketing theory.
3. Help students better understand information gathering and analysis by having them prepare a Literature Review Paper.
4. Provide an opportunity to further develop the students' knowledge base within a topic area that they may wish to pursue at the masters thesis level.

### Specific Course Objectives:

Understanding the role of Marketing theory and marketing management and its impact on the advancement of marketing thought

Critically explain the role of Marketing Theory in terms of practitioner success

Contrast the key differences and similarities of various marketing schools of thought

Critical thinking and application of Marketing theory and practice

Demonstrate knowledge and understanding of marketing theories their applications the development of marketing research.

Analyse and assess the various marketing positions as it relates to marketing schools of thought.

To apply a systematic, critical and constructive thinking in problem identification and solving.

Have abilities to communicate the knowledge to specialist and non-specialist audiences clearly and unambiguously.

Develop a range of personal skills including argumentation, evaluation, problem identification and solving, interactive and skills.

To prepare an academic research paper according to proper language, writing style and general bibliographic citation requirements.

## Course Assessment

			<b>Associated Learning Outcomes</b>	<b>Due Date/ location</b>
<b>Assessment 1:</b>	35%	<i>Class Discussions and Debates</i>	<ul style="list-style-type: none"> <li>• <i>Communicate and synthesize marketing information, arguments, and analyses accurately and reliably.</i></li> </ul>	<i>Throughout the semester</i>
<b>Assessment 2:</b>	15%	<i>Lead weekly class discussion of readings</i>	<ul style="list-style-type: none"> <li>• <i>Lead, communicate and synthesize marketing information, arguments, and analyses accurately for the weekly readings.</i></li> <li>• <i>Challenge and motivate your colleagues in terms of article reviews.</i></li> </ul>	<i>Weeks 4-10 inclusive (assignment of specific readings per student TBD)</i>
<b>Assessment 3:</b>	35%	<i>Major Paper – Literature Review Paper</i>	<ul style="list-style-type: none"> <li>• <i>Critically read and assess academic journal articles.</i></li> <li>• <i>Integrate knowledge across a body of work and develop/identify a potential research opportunity by identifying gaps in the literature.</i></li> </ul>	<i>Topic approved by October 6<sup>th</sup> Final paper due by start of class on Monday November 27<sup>th</sup></i>
<b>Assessment 4:</b>	15%	<i>Literature Review Paper Presentation</i>	<ul style="list-style-type: none"> <li>• <i>Communicate and synthesize the material from your marketing literature review to your colleagues.</i></li> <li>• <i>Acknowledge and address questions &amp; comments raised by your colleagues.</i></li> </ul>	<i>Presentations Monday November 27<sup>th</sup> and Friday December 1<sup>st</sup> (order/date of presentations TBD).</i>
<b>Total</b>	<b>100%</b>			

## Teaching and Learning Practices

### Seminars

#### In class discussions

As this is a weekly readings course, and there is a strong expectation of active and lively debate and discussion of the weekly readings, the third component of the course evaluation is contribution to class discussions. Each student is expected to come to class prepared to: (1) actively discuss the weekly readings (2) take turns leading the article discussions (3) provide constructive feedback to one's classmates in terms of their contribution to the overall class learning.

#### Leading In class discussions

Each student will be required to lead article review(s) during the weekly class discussions (dates, and number of article discussions to lead will be determined based upon class size). Students may ask to choose specific papers they wish to lead, but the instructor will have the final determination – this will be discussed during the first week of class.

The article discussion will mirror that of the sessions lead by the instructor, and should, but are not limited to;

- Description of the theoretical/managerial problem;
- Description of the methodology (model, theory, data, etc.);
- Summary of the results and contributions (managerial and theoretical)
- Questions arising from the article/relationship of the article to other readings
- Opportunities for future research (i.e., limitations)

#### Major Paper

Each student must write a graduate level literature review about one of the topics covered in this course (or within the greater field of Marketing Theory). As it is extremely important for all students to be able to develop, edit, and produce a literature review of high quality for the thesis component of the MSc program, this component of the course should be taken very seriously. The extensive literature review, including identification of a gap(s) in the literature is also part of the process. Your literature review should be similar in style to the front end of the articles covered in the course. Additional details will be provided in class and/or on the CourseLink site.

The literature review must be related to the field of marketing theory (NOT CONSUMER BEHAVIOUR). Students must have the topic approved by the instructor, and this approval must be received prior to Friday October 6<sup>th</sup>, 2017. Any selection not pre-approved will be inadmissible as a major paper for this course.

The final version of the research paper is due to the instructor (only as a "doc" file to ***bmckenzi@uoguelph.ca***) no later than 2:30pm on ***Monday November 27<sup>th</sup>, 2017***. Any papers submitted after this time will be given a 10% (absolute value, not relative value) per day late penalty, including weekends. Papers should not exceed ***20 double-spaced pages, including all tables and figures***, but not including author information, title of the paper, all footnotes, endnotes, appendices, and references. You are required to use Times New Roman font size 12, and spell check and proof read your paper prior to submission. Also, with the exception of the title page, all pages are to be numbered.

## How to Write a Literature Review Paper

There is no “one-right way” to write a literature review, but there are some common activities to all reviews. I have posted the following articles on the CourseLink site that provide some guidance in this process;

Bert Van Wee & David Banister (2016) *How to Write a Literature Review Paper?*, *Transport Reviews*, 36:2, 278-288.

Andrew S. Denney & Richard Tewksbury (2013) *How to Write a Literature Review*, *Journal of Criminal Justice Education*, 24:2, 218-234

In addition, I would suggest each student conducts a search of “how to write a literature review” through the Library system, as well as other search engines. There are numerous publications on this topic. I would also suggest you read some of the literature review sections of previously completed MSc theses to also provide you with a better sense of how to do this.

Students are required to adhere to the APA publication manual for spacing, margins, headings, referencing styles, writing styles etc. Please consult the 5th or 6th edition of the APA publication manual for detailed instructions (available at the library or can be purchased at the bookstore).

To assist in developing academic writing capabilities, grammar, argument construction, order, etc. are all relevant to the grading of your paper.

### Literature Review Presentation

On Monday November 27<sup>th</sup> and Friday December 1<sup>st</sup>, presentations of your paper to the instructor and your colleagues will take place (date and order TBD). The aim of this task is to provide the student with an opportunity to experience making an academic research presentation, and being able to defend their research. The presentation must be a minimum of 15 minutes but no more than 20 minutes in length (there will also be ~10 minutes for discussion/questions).

The presentation must include the following:

- The field of literature
- Significance of the literature to Marketing theory (why the topic was selected)
- Identification of a gap(s) in the literature
- Proposal for how one might address the research gap (i.e., type of study, research methodology, type of data required to perform the study, etc.)
- Challenges experienced with conducting the literature review process

## Course Resources

**Course Readings (see below) – these will be posted to the CourseLink site, and/or the student will be asked to download a copy from the University of Guelph library system**

## Course Policies

### Grading Policies

All submitted materials must be in a Word file and emailed to me at [bmckenzi@uoguelph.ca](mailto:bmckenzi@uoguelph.ca)

**Explicit penalties for late submissions – all late submissions, without instructor approval will result in a 10% a day grade deduction.**

Also please be sure you are familiar with the Regulations and Procedures of Graduate Programs at the University of Guelph;

<https://www.uoguelph.ca/registrar/calendars/graduate/2017-2018/>

*Please note that these policies are binding unless academic consideration is given to an individual student.*

### Course Policy regarding use of electronic devices and recording of lectures

***Electronic recording of classes is expressly forbidden without consent of the instructor. When recordings are permitted they are solely for the use of the authorized student and may not be reproduced, or transmitted to others, without the express written consent of the instructor.***

## University Policies

### Academic Consideration

When you find yourself unable to meet an in-course requirement because of illness or compassionate reasons, please advise the course instructor in writing, with your name, id#, and e-mail contact. See the academic calendar for information on regulations and procedures for

Academic Consideration: [https://www.uoguelph.ca/registrar/calendars/graduate/2017-2018/genreg/sec\\_d0e2228.shtml](https://www.uoguelph.ca/registrar/calendars/graduate/2017-2018/genreg/sec_d0e2228.shtml)

### Academic Misconduct

The University of Guelph is committed to upholding the highest standards of academic integrity and it is the responsibility of all members of the University community, faculty, staff, and students to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring.

University of Guelph students have the responsibility of abiding by the University's policy on academic misconduct regardless of their location of study; faculty, staff and students have the responsibility of supporting an environment that discourages misconduct. Students need to remain aware that instructors have access to and the right to use electronic and other means of detection. Please note: Whether or not a student intended to commit academic misconduct is not relevant for a finding of guilt. Hurried or careless submission of assignments does not excuse students from responsibility for verifying the academic integrity of their work before submitting it. Students who are in any doubt as to whether an action on their part could be construed as an academic offence should consult with a faculty member or faculty advisor.

The Academic Misconduct Policy is detailed in the Graduate Calendar:

[https://www.uoguelph.ca/registrar/calendars/graduate/2017-2018/genreg/sec\\_d0e2705.shtml](https://www.uoguelph.ca/registrar/calendars/graduate/2017-2018/genreg/sec_d0e2705.shtml)

### Accessibility

The University of Guelph is committed to creating a barrier-free environment. Providing services for students is a shared responsibility among students, faculty and administrators. This relationship is based on respect of individual rights, the dignity of the individual and the University community's shared commitment to an open and supportive learning environment. Students requiring service or accommodation, whether due to an identified, ongoing disability or a short-term disability should contact the Centre for Students with Disabilities (**now Student Accessibility Services**) as soon as possible.

For more information, contact CSD at 519-824-4120 ext. 56208 or email [csd@uoguelph.ca](mailto:csd@uoguelph.ca) or see the website: <https://www.uoguelph.ca/csd/>

## Course Evaluation Information

Please refer to the [Course and Instructor Evaluation Website](#)

## Drop date

The last date to drop one-semester courses, without academic penalty, is **November 3<sup>rd</sup>, 2017**. For regulations and procedures for Dropping Courses, see the Academic Calendar: <https://www.uoguelph.ca/registrar/coursesaddrop>

## Course Schedule

### Week 1 – Monday Sep. 11<sup>th</sup>

- \* Introduce the course and course logistics.
- \* Explain all course assignments with emphasis on the major paper.
- \* Discuss students' academic backgrounds and current research interests.
- \* Discuss weekly readings process.

### Week 2 – Monday Sep. 18<sup>th</sup> - What is Marketing Theory (and who cares)?

Readings:

- (a) Wilkie, W.L. & Moore, E.S. (2012) ***“Expanding our understanding of marketing in society”***, Journal of the Academy of Marketing Science, 40, 53-73.
- (b) Jones, D., & Monieson, D. (1990), ***“Historical Research in Marketing: Retrospect and Prospect”***, Journal of the Academy of Marketing Science, 18 (4), 269-279.
- (c) Webster, F. (2009), ***“Marketing IS management: The wisdom of Peter Drucker”***, Journal of the Academy of Marketing Science, 37, 20-27.
- (d) Gunther, R. (2009). ***“Peter Drucker—the grandfather of marketing: An Interview with Dr. Philip Kotler”*** Journal of the Academy of Marketing Science, 37, 17-19.

### Week 3 – Monday Sep. 25<sup>th</sup> - Empirical Research and Replication Research

Readings: Empirical Research in Marketing

- (a) Finn, A., & McQuitty, S. (1994), ***“Empirical Research in Macromarketing,”*** Journal of Macromarketing, 14, 63-68
- (b) Armstrong, J. (2003), ***“Discovery and communication of important marketing findings: Evidence and proposals”***, Journal of Business Research, 56, 69-84.
- (c) Svensson, G., & Wood, G. (2007), ***“Research designs and scientific identity in marketing journals: Review and Evaluation”***, European Journal of Marketing, 41, (5/6), 419-438.

Readings: Replication Research in Marketing

- (d) Hubbard, R., & Armstrong, J. (1994), ***“Replications and extensions in marketing: Rarely published but quite contrary”***, International Journal of Research in Marketing, (11), 233-248.
- (e) Easley, R., Madden, C., & Dunn, M. (2000), ***“Conducting Marketing Science: The Role of Replication in the Research Process”***, Journal of Business Research, 48, 83-92.

### Weeks 4 – 10 (for these weeks students will lead some, or all, of the weekly discussions)

Week 4 – Marketing Mix: Still Relevant to Marketing Theory?

Week 5 – Advertising? Do We Know all we Need to Know?

Week 6 – Product and Services Marketing – Is there really a Difference?

Week 7 – Marketing Strategy versus Business Strategy

Week 8 – International Marketing: Is the Local/Global Debate Still Relevant?

Week 9 – Marketing Metrics – If you can't measure it, you can't manage it, etc.

Week 10 – The Future of Marketing Theory: An On-going Debate

#### Week 4 – Monday Oct. 2<sup>nd</sup> - The Marketing Mix – Still Relevant to Marketing Theory?

Readings:

- (a) Harvey, M., Lusch, G., & Cavarkapa, R. (1996) **“A Marketing Mix for the 21st Century”**, Journal of Marketing Theory and Practice 4, (4), 1-14
- (b) Håkansson, H. & Waluszewski, A. (2005) **“Developing a New Understanding of Markets: Reinterpreting the 4Ps”**, The Journal of Business & Industrial Marketing, 20, (2/3), 110-117
- (c) Davari, A, & Strutton, D. (2014) **“Marketing mix strategies for closing the gap between green consumers’ pro-environmental beliefs and behaviors”**, Journal of Strategic Marketing, 22(7), 563-586

MONDAY OCTOBER 9<sup>th</sup> – NO CLASS – FALL BREAK

#### Week 5 – Monday, Oct. 16<sup>th</sup> - Advertising – Do We Know all we Need to Know?

Readings:

- (a) Gardner, D. M. (1975) **“Deception in Advertising: A Conceptual Approach”**, Journal of Marketing, 39(1), 40-46.
- (b) Meenaghan, T. (1995) **“The Role of Advertising in Brand Image Development”**, Journal of Product and Brand Management, 4(4), 23-34.
- (c) Lacznik, R. (2015) **“The Journal of Advertising and the Development of Advertising Theory: Reflections and Directions for Future Research”**, Journal of Advertising, 1 -5

#### Week 6 – Monday, Oct. 23<sup>rd</sup> - Product and Services Marketing – Is there really a Difference?

Readings:

- (a) Langford, B., & Cosenza, R. (1998) **“What is Service/Good Analysis?”**, Journal of Marketing Theory and Practice, 6, (1), 16-26
- (b) Berry, L.L., Seiders, K., & Grewal, D. (2002) **“Understanding Service Convenience”**, Journal of Marketing, 66, (3), 1-17
- (c) Ziamou, P., & Ratneshwar, S. (2003) **“Innovations in Product Functionality: When and Why are Explicit Comparisons Effective?”** Journal of Marketing 67, (2), 49-61

#### Week 7 – Monday October 30<sup>th</sup> - Marketing Versus Business Strategy – Once again, is there a difference?

Readings:

- (a) Porter, M., (1996). **“What is strategy?”** Harvard Business Review, Nov, 61-78.
- (b) Zinkhan, G. and Pereira, A. (1994), **“An overview of marketing strategy and planning”** International Journal of Research in Marketing, 11, 185-218.
- (c) Slater, S., & Olson, E. (2001), **“Marketing’s contribution to the implementation of business strategy: An empirical analysis”**, Strategic Management Journal, 22, (11), 1055-1067

#### Week 8 – Monday, Nov. 6<sup>th</sup> - International Marketing: Is the Local/Global Debate Still Relevant?

Readings:

- (a) Levitt, T. (1983). **“The globalization of markets”**. Harvard Business Review, 61, 92–102.
- (b) Jain, S.C. (1989). **“Standardization of international marketing strategy: some research hypotheses”**. Journal of Marketing, 53, 70-79.
- (c) Svenson, G. (2002), **“Beyond global marketing and the globalization of marketing activities”**, Management Decision, 40/6, 574-583.
- (d) Czinkota, M., & Ronkainen, I. (2003), **“An International Marketing Manifesto”**, Journal of International Marketing, 11/1, 13-27.

**Week 9 – Monday Nov. 13<sup>th</sup> - Marketing Metrics – If you can't measure it, you can't manage it, etc.**

Readings:

- (a) Ambler, T. (2000), ***“Marketing Metrics”***, Business Strategy Review, 11/2, 59-66
- (b) Uncles, M. (2005), ***“Marketing Metrics: A Can of Worms or the Path to Enlightenment”***, Journal of Brand Management, 12/6, 412-418.
- (c) Barwise, P., & Farley, J.U. (2004), ***Marketing Metrics: Status of Six Metrics in Five Countries”***, European Management Journal, 22/3, 257-262.

**Week 10 – Monday Nov. 20<sup>th</sup> - The Future of Marketing Theory: An On-going Debate**

Readings: All Articles from Marketing Theory – 2011–11(4)

- (a) Shapiro, S. J. (2011), ***“Marketing thought and the further development of marketing theory”*** 479-481
- (b) Hunt, S. D. (2011), ***“On the Intersection of Marketing History and Marketing Theory”***, 483-489
- (c) Shaw, E. H. (2011), ***“A Comment on the Relationship between the History of Marketing Thought and the Development of Marketing Theory”***, 491-494
- (d) Wooliscroft, B (2011), ***“Marketing Theory as History”***, 499-501
- (e) Sheth, J.N. (2011), ***“The Double Helix of Marketing: The Complementary Relationship Between Marketing History and Marketing Theory”***, 503-505
- (f) Tamilia, R.D. (2011), ***“Reflections on the History of Marketing Thought and Theory Development”***, 507-512
- (g) Domegan, C. (2011), ***“Co-authoring tomorrow: On how Past Marketing Knowledge Enlightens Future Marketing Theory”***, 495-498

**Week 11: Monday Nov. 27<sup>th</sup> - Major Paper due – 1<sup>st</sup> Half of Presentations**

**Week 12: Friday Dec. 1<sup>st</sup> – 2<sup>nd</sup> Half of Presentations; Discussion and Course Wrap Up**