

# MCS 6100 – MARKETING THEORY

Fall 2008

Department of Marketing and Consumer Studies  
M.Sc. Graduate Program  
University of Guelph

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**Class Time:** Thursday, 11:30 am – 2:20 pm, MCKN 234  
(unless indicated otherwise)

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## Course Objectives

This course is designed to introduce graduate students to some of the key theoretical perspectives concerning marketing. The key objectives of this course are for students to develop an understanding of the major theories relating to the discipline of marketing, to gain a further appreciation about the nature and scope of marketing, and to critically examine significant issues related to marketing and consumer studies. Additionally, the course will allow students to develop their own ideas regarding a more specific topic that might be of future research interest.

The required readings list consists mainly of academic journal articles (including seminal papers on particular topics), which are a mix of conceptual and empirical papers. The class size will facilitate opportunities for a seminar format. The expectation of this class is to have an interactive environment, in which each student is meant to be continuously engaged and to think critically.

## Course Evaluation

Student performance will be evaluated on the basis of two short thought papers, class participation, and a final paper concerning their topic of interest. The evaluation weighting is as follows:

Thought Paper (2 x 15%)	30%
Participation	20%
Major Paper	50%

**Thought Papers.** The thought papers will involve writing a brief paper (i.e., no more than 3 pages, double-spaced) describing your thoughts about two of the topics covered by the assigned course readings. The first thought paper should be based on one of the session topics from Weeks 2-8, whereas the second thought paper should be based on one of the session topics from Weeks 9-12. Thought papers are not merely an exercise in summarizing the assigned reading, but rather can include ideas about theoretical extensions, criticisms, limitations, applications, further research, and so on. The thought papers are due at the beginning of the relevant session.

**Participation.** Informed discussions are critical to learning in this course. You are expected to actively debate the core concepts and ideas discussed in each class. Try to come to class with enthusiasm! Needless to say, come to each class prepared, having read the assigned readings. Class participation will be based on regular attendance, a demonstration of engaging actively in the class discussion (the quality of participation will be noted rather than mere quantity), and your ability to lead class discussion during one particular topic session.

As suggested by Peter November – in his 2002 *Marketing Theory* article entitled, “Teaching Marketing Theory: A Hermeneutic Approach” – consider the following, in terms of critical analysis and reflection, for class discussion relating to the assigned readings each week. What is the issue, question, or problem that each article deals with? What is the author’s message? What evidence, if any, is given? What is your spontaneous and discerning response to the author’s message? Do you find the author’s message to be persuasive? In what ways is each assigned article similar or dissimilar to earlier ‘conceptually related’ articles? How does the assigned article relate, conceptually, to other articles in the set of assigned course readings? What does the assigned article add to the literature, so to speak? What are the implications for future research (i.e., consider two ideas to extend research beyond what has been identified in the assigned article)? That is, where should market researchers go from here? To what extent is there a need for replication?

**Final Paper.** The final paper will review and discuss any relevant literature concerning your (theory relevant) marketing topic of interest. The paper will be based on a topic of each student’s choosing, although the paper must focus on material pertinent to subject matter of this course (and not duplicate efforts being prepared for other courses). You are encouraged to meet with me to discuss the suitability of your final paper topic.

Submissions should be no more than 15 pages (not including title page), typed, double spaced, and use 12 point font with one inch margins. Please submit your research papers on standard white paper, stapled together at the top left-hand corner (do not use fancy coverings or binders). The final paper must include an abstract, page numbers, headings and sub-headings to enhance readability, and a complete list of references. You must be explicit and thorough with references; all information taken from another source, whether quoted verbatim or merely summarized, must be properly acknowledged in the body of the document. Given that the purpose of this final paper is to assist you in developing your academic writing capabilities, grammar and spelling is an important criterion of

evaluation. You will be marked on how well you integrate concepts relevant to the course, as well as your ability to write an understandable and readable paper that is grammatical and shows good literary form (i.e., correct word spelling, appropriate word choice, and interesting to read). *The paper is due at the end of the term (i.e., Monday, December 8, 2008). Late submissions will be deducted 10% per day.*

Overall, this course follows the final grading scheme outlined in the University of Guelph Graduate Calendar:

<http://www.uoguelph.ca/GraduateStudies/calendar/genreg/genreg-as.shtml>

<b>90-100 (A+)</b>	<b>Outstanding.</b> The student demonstrated a mastery of the course material at a level of performance exceeding that of most scholarship students and warranting consideration for a graduation award
<b>80-89 (A)</b>	<b>Very Good to Excellent.</b> The student demonstrated a very good understanding of the material at a level of performance warranting scholarship consideration.
<b>70-79 (B)</b>	<b>Acceptable to Good.</b> The student demonstrated an adequate to good understanding of the course material at a level of performance sufficient to complete the program of study.
<b>60-69 (C)</b>	<b>Minimally Acceptable.</b> The student demonstrated an understanding of the material sufficient to pass the course but at a level of performance lower than expected from continuing graduate students.
<b>0-59 (F)</b>	<b>Fail:</b> An inadequate performance

Please note that a Blackboard (formerly WebCT) site for MCS\*6100 has been established that is password protected and accessible only to those enrolled in the course (see <http://courselink.uoguelph.ca>).

## **Weekly Topic Schedule: (tentative and may change)**

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### **Week 1 Course Introduction and Course Logistics**

### **Week 2 What is Marketing? What is Theory?**

Gundlach, G.T. (2007). The American Marketing Association's 2004 definition of marketing: Perspectives on its implications for scholarship and the role and responsibility of marketing in society. *Journal of Public Policy and Marketing*, 26 (2), 243-250.

Grönroos, C. (2006). On defining marketing: Finding a new roadmap for marketing. *Marketing Theory*, 6 (4), 395-417.

Kotler, P. & Zaltman, G. (1971). Social marketing: An approach to planned social change. *Journal of Marketing*, 35 (3), 3-12.

### **Week 3 Marketing Environment: Public Policy Analysis**

Pal, L.A. (1992). *Public policy analysis: An introduction* (2<sup>nd</sup> edition) [Chapter 2, Policy Analysis: Theoretical Approaches, pp. 16-37]. Scarborough, ON: Nelson Canada.

Patton, C.V. & Sawicki, D.S. (1993). *Basic methods of policy analysis and planning* (2<sup>nd</sup> edition) [Chapter 2, The Policy Analysis Process, pp. 46-73]. Upper Saddle River, NJ: Prentice Hall.

### **Week 4 Market Segmentation I: Geography and International Marketing**

#### **Hofstede's Masculinity/Femininity Dimension of Cross-Cultural Variability and Implications for the Standardization versus Adaptation Debate**

De Mooij, M. (1998). Masculinity/femininity and consumer behavior (pp. 55-73). In Geerte Hofstede, ed., *Masculinity and Femininity: The Taboo Dimension of National Cultures*, Thousand Oaks, CA: Sage Publications.

Milner, L.M. & Collins, J.M. (2000). Sex-role portrayals and the gender of nations. *Journal of Advertising*, 29 (1), 67-79.

Nelson, M.R., Brunel, F.F., Supphellen, M., & Manchanda, R.V. (2006). Effects of culture, gender, and moral obligations on responses to charity advertising across masculine and feminine cultures. *Journal of Consumer Psychology*, 16 (1), 45-56.

**Week 5      Market Segmentation II: Psychographics/Behavioural Segmentation and Product Complements**

**The Diderot Effect and Product/Consumption Constellations**

Solomon, M.R. (1988). Mapping product constellations: A social categorization approach to consumption symbolism. *Psychology and Marketing*, 5 (3), 233-258.

McCracken, G. (1988). *Culture and consumption* [Chapter 8: Diderot unities and the Diderot effect, pp. 118-129]. Bloomington and Indianapolis: Indiana University Press.

Englis, B.G. & Solomon, M.R. (1995). To be *and* not to be: Lifestyle imagery, reference groups, and *The Clustering of America*. *Journal of Advertising*, 24 (1), 13-28.

**Week 6      Product Strategy I: Branding, Brand Image, Brand Personality**

Stern, B.B. (2006). What does *brand* mean? Historical-analysis method and construct definition. *Journal of the Academy of Marketing Science*, 34 (2), 216-223.

Fournier, S. (1998). Consumers and their brands: Developing relationship theory in consumer research. *Journal of Consumer Research*, 24 (4), 343-373.

Aaker, J., Fournier, S., & Brasel, S.A. (2004). When good brands do bad. *Journal of Consumer Research*, 31 (1), 1-16.

**Week 7      Product Strategy II: Country of Origin**

Thakor, M.V. (1996). Brand origin: Conceptualization and review. *Journal of Consumer Marketing*, 13 (3), 27-42.

Phau, I. & Prendergast, G. (2000). Conceptualizing the country of origin of brand. *Journal of Marketing Communications*, 6, 159-170.

Thakor, M.V. & Lavack, A.M. (2003). Effect of perceived brand origin associations on consumer perceptions of quality. *Journal of Product and Brand Management*, 12 (6), 394-407.

**Week 8      Pricing Strategy and Modeling Choice Issues**

**Guest Discussant: Dr. Vinay Kanetkar**

Required reading to be determined

## **Week 9      Promotion Strategy: Integrated Marketing Communication (IMC)**

Duncan, T. & Mulhern, F. (2004). *A white paper on the status, scope and future of IMC*. Northwestern University and the University of Denver: McGraw-Hill Publishing.

Dewhirst, T. & Davis, B. (2005). Brand strategy and integrated marketing communication (IMC): A case study of Player's cigarette brand marketing. *Journal of Advertising*, 34 (4), 81-92.

Kliatchko, J. (2008). Revisiting the IMC construct: A revised definition and four pillars. *International Journal of Advertising*, 27 (1), 133-160.

## **Week 10      Semiotics**

Penn, G. (2000). Semiotic analysis of still images (chapter 13, pp. 227-245). In M.W. Bauer & G. Gaskell, eds., *Qualitative Researching with Text, Image and Sound*. Thousand Oaks, CA: Sage Publications.

Mick, D.G. (1986). Consumer research and semiotics: Exploring the morphology of signs, symbols, and significance. *Journal of Consumer Research*, 13 (2), 196-213.

Anderson, S.J., Dewhirst, T., & Ling, P.M. (2006). Every document and picture tells a story: Using internal corporate document reviews, semiotics, and content analysis to assess tobacco advertising. *Tobacco Control*, 15 (3), 254-261.

## **Week 11      Rhetoric in Advertising**

Scott, L.M. (1994). Images in advertising: The need for a theory of visual rhetoric. *Journal of Consumer Research*, 21 (2), 252-273.

McQuarrie, E.F. & Mick, D.G. (1996). Figures of rhetoric in advertising language. *Journal of Consumer Research*, 22 (4), 424-438.

Phillips, B.J. & McQuarrie, E.F. (2002). The development, change, and transformation of rhetorical style in magazine advertisements 1954-1999. *Journal of Advertising*, 31 (4), 1-13.

**Week 12      Instruments of Meaning Transfer: Sponsorship and Celebrity  
Endorsement**

Gwinner, K.P., & Eaton, J. (1999). Building brand image through event sponsorship: The role of image transfer. *Journal of Advertising*, 28 (4), 47-57.

McCracken, G. (1989). Who is the celebrity endorser? Cultural foundations of the endorsement process. *Journal of Consumer Research*, 16 (3), 310-321.

Kamins, M.A., & Gupta, K. (1994). Congruence between spokesperson and product type: A matchup hypothesis perspective. *Psychology and Marketing*, 11 (6), 569-586.