

General Course Information

Instructor: Brent McKenzie, MBA, PhD
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Office Location MINS201A
Office Hours By Appointment
Department/School Marketing and Consumer Studies

Class Schedule: Tuesdays – 1:30 – 4:10, MINS 207

Pre-requisites: MCS*6100

Restrictions: Enrollment in the MCS, MSc Program

Course Description

This course is designed to increase depth of knowledge of marketing by helping the student understand how marketing theory can directly affect marketing practice and firm performance. As this is an MSc course and NOT an MBA course, 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

- (1) Increase students' depth of understanding of Marketing by tying theories to Marketing Management
- (2) Critically read and assess academic journal articles that include both fundamental research as well as state of the art in Marketing Management.
- (3) 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.
- (4) Research, develop, and write a literature review in order to identify gaps in a relevant area of Marketing Management.
- (5) To understand the role of Marketing theory and marketing management and its impact on the advancement of marketing thought
- (6) To critically explain the role of Marketing Management in terms of practitioner success

- (7) To demonstrate critical thinking and application of Marketing Management theory and practice
- (8) To analyze and assess the peculiarities of Marketing Management theories as they relates to the competing theories and marketing management practice.
- (9) To apply a systematic, critical and constructive thinking in problem identification and solving.
- (10) To provide opportunities for students to communicate knowledge to specialist and non-specialist audiences clearly and unambiguously.
- (11) Develop a range of personal skills including argumentation, evaluation, problem identification and solving, interactive and skills.

Summary of Course Content and Materials

Week 1 – Tuesday January 7th

- * Introduce the course and course logistics.
- * Explain all course assignments with emphasis on the literature review.
- * Discuss the different purposes of original and replicated empirical studies. * Discuss weekly readings process.

Week 2 – Tuesday January 14th - 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.

Week 3 – Tuesday January 21st 1- Marketing History and Marketing Management Gurus

Readings:

- (a) Jones, D., & Monieson, D. (1990), "*Historical Research in Marketing: Retrospect and Prospect*", Journal of the Academy of Marketing Science, 18 (4), 269-279.
- (b) Webster, F. (2009), "*Marketing IS management: The wisdom of Peter Drucker*", Journal of the Academy of Marketing Science, 37, 20-27.
- (c) 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.
- (d) Bourassa, M., Cunningham, P., & Handelman, J. (2007) "*How Philip Kotler has helped to shape the field of marketing*", European Business Review, 19, (2), 174-192

Weeks 4 – 12 (These topics may be altered based upon students' research focus)

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 – Celebrity Endorsements – Are They Still Worth It?

Week 10 – LITERATURE REVIEW PRESENTATIONS

Week 11 – *Work on Editing Literature Review papers*

Week 12 – The Future of Marketing: On-going Debate

Week 4 – Tuesday January 28th

Discussion: 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

Week 5 – Tuesday, February 4th

Discussion: 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. (1978) "*The Role of Advertising in Brand Image Development*", Journal of Product and Brand Management, 4(4), 23-34.

- (c) Lacznia, 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 – Tuesday, February 11th

Discussion: 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 – Tuesday, February 25th

Discussion: Marketing Strategy versus Business Strategy 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 – Tuesday, March 3rd

Discussion: 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 – Tuesday, March 10th

Discussion: Celebrity Endorsements – Are They Still Worth It?

Readings:

- (a) Agarwal, J., & Kamakura, W.A. (1995), *"The Economic Worth of Celebrity Endorsers: an Event Study Analysis"*, Journal of Marketing, 59(3), 56-62

- (b) Seno, D. & Lukas, B.A. (2007), "The equity effect of product endorsement by celebrities: A conceptual framework from a co-branding perspective" *European Journal of Marketing*, 41(1/2), 121-134.
- (c) Keel, A., & Natarajan, R. (2012). "Celebrity Endorsements and Beyond" *Psychology and Marketing*, 29(9), 690-703.

Week 10 – Tuesday, March 17th – Draft Copy of Literature Review Due

LITERATURE REVIEW PRESENTATIONS

Week 11: EDIT LITERATURE REVIEW

Week 12: Tuesday March 31st – Discussion and Course Wrap Up - (*Final Literature Review Paper Due by Friday April 3rd no later than noon*)

Course Assessment

			Associated Learning Outcomes	Due Date/ location
Assessment 1:	30%	Class Discussion and Contribution	LO 1 - 11	<i>Throughout the semester</i>
Assessment 2:	15%	Weekly Articles Lead Discussant	LO 1 - 11	<i>TBD – Each student will have a different date</i>
Assessment 3:	0%	Determination of Literature Review topic– the topic must be agreed to by the instructor	LO 2, 3, 8, 9	<i>No later than Friday February 14th</i>
Assessment 4:	0%	Draft copy of academic literature review on a field of Marketing Management	LO 1 - 10	<i>Tuesday March 16th (no later than 1:30pm)</i>
Assessment 5:	15%	Literature Review Presentation	LO 6, 7, 10, 11	<i>Tuesday March 16th</i>
Assessment 6:	40%	Final version of Literature Review	LO 1 - 9	<i>Friday April 3rd (no later than noon)</i>

100%

Total

Teaching and Learning Practices

Lectures Please use this space to provide information regarding lecture style instruction as appropriate. This may be entered as formatted text (bullets, lists) or as a table.

Course Resources

Required Text: This course uses a variety of materials and resources. There will be course website in CourseLink (<http://courselink.uoguelph.ca>) that will be the source of readings, assignments, and discussions, as well as course updates. This site should be checked on a regular basis.

Background Readings: "How to Write a Literature Review" – Search term in University of Guelph Library system

Other Resources: Class Contribution/Article Reviews and Lead Discussant

As this is a graduate level readings course, there is a strong expectation of active and lively debate and discussion of the assigned articles/readings. Each student is expected to come to class prepared to: (1) actively discuss the weekly readings (2) provide constructive feedback to one's classmates in terms of their contribution to the overall class learning. The typical class will start with the instructor leading the introduction to each article and posing questions for discussions and debate. In general, all discussions will attempt to address the following:

Article Reviews/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;

Something about the Author(s) and the Journal; What type of article? Theoretical? Applied? Case Study? Opinion Piece?

- 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)
- Why was the article published?

Literature Review and Presentation

Each student must write an academic literature review on a Marketing Management topic of their choice. A Literature Review, which goes beyond merely quoting/presenting "facts" from other papers. There is an expectation that the Literature Review will provide insight/discussion of the cited literature findings. There is a need to lay out, at the outset of the Literature Review, what the reader will expect to be covered in the review (For instance, stating the intent, and outline of the literature review; the review itself; conclusion of the review including research gap identification). A Literature Review stays on track as to the stated aim(s) of the review. A literature review is not an opinion piece, but rather a synthesis and analysis of the literature within the scope of your topic. The maximum length of the paper is 15 double-spaced pages, plus references. Feedback will be provided on the draft versio of the Literature Review.

The paper must be submitted no later than noon Friday April 3rd, as a “.doc” file to bmckenzi@uguelph.ca.

Literature Review Presentation

Each student will make a formal academic presentation of their Literature review. Each presentation will have a maximum of 15 minutes, plus allowing for 10-15 minutes of discussion.

The presentation should consist of the following:

- Choice of, and basis for Topic
- Literature review with the identification of a gap
- Learnings and challenges from the Literature Review process
- Expected future contributions to the theory and practice

Course Policies

Grading Policies

Unless you have discussed an extension well ahead of the due date with the instructor, late penalties of 10% of the total grade earned per day (including weekends) will be assigned to any assessment (i.e. deducted from the total mark). Extensions will only be granted on the basis of valid medical or personal reasons, and need to be requested via email to the instructor as soon as possible. Late assignments will not be accepted once graded assignments have been returned officially to the class at large, unless circumstances permit and alternative arrangements have been made.

Students who find themselves unable to meet course requirements by the deadlines or the criteria expected because of medical or personal reasons, should review the regulations on academic consideration in the Academic Calendar and discuss their situation with the instructor, program counselor or other academic counselor as appropriate.

<https://www.uoguelph.ca/registrar/calendars/graduate/2019-2020/genreg/>

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/current/genreg/sec_d0e2185.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/current/genreg/sec_d0e2635.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 Student Accessibility Services as soon as possible.

For more information, contact SAS at 519-824-4120 ext. 56208 or email sas@uoguelph.ca or see the website: <https://wellness.uoguelph.ca/accessibility/>

Course Evaluation Information

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

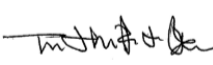
Recording of Materials

Presentations which are made in relation to course work—including lectures—cannot be recorded or copied without the permission of the presenter, whether the instructor, a classmate or guest lecturer. Material recorded with permission is restricted to use for that course unless further permission is granted.

Drop date

The last date to drop one-semester courses, without academic penalty, is April 3rd, 2020. For regulations and procedures for Dropping Courses, see the Academic Calendar:

<https://www.uoguelph.ca/registrar/calendars/graduate/current/sched/sched-dates-w11.shtml>

Date Submitted to Chair:	December 4, 2019
Chair Signature (Approval):	
Date Approved by Chair:	