



APPLIES TO ACADEMIC YEAR 2003/2004

## GRA 2418 Advanced Research Topics in Marketing

**Program**

N/A

**Responsible for the course**

Erik Olson

**Department**

Marketing

**Term**

According to study plan

**ECTS Credits**

6

**Objective**

This course is designed to expose students to the research work of the marketing faculty and other issues and research streams that comprise the field of marketing. The course is article based, with selections from the research in progress of marketing faculty and other papers from some of the most well-known and respected journals covering marketing issues.

**Prerequisites**

Marketing Research

Consumer Behavior

Most of the Regular Courses in Marketing

**Compulsory literature**

Articles packet to be distributed in class

**Recommended literature**

**Course outline**

The design of the course is meant to encourage discussion of the issues, theories and methods that are used and tested in the study of marketing. While topics for this course can change from year to year depending on the research currently being done in the marketing department and other factors, some examples of past topics include the discussion of:

- Branding – alternative means of measuring the impact of brand knowledge on behavior
- Culture – how do cultures differ in terms of reactions to humor, materialism, pressure to conform?
- Customer Satisfaction & Loyalty – alternative definitions and measures, do loyalty programs work?
- Internet – impact of Internet as a source of product information, as a sales channel, and a marketing research tool.
- Risk – objective versus subjective risk and its impact on behavior
- Sources of Deviant Consumption Behavior – can we get people to stop smoking, taking drugs, etc.?
- Sponsorship Effects Measurement – how do firms know they are getting what they paid for?
- Market Orientation – how do you get an entire organization to focus on customers and competition?

**Computer-based tools**

None

## **Course structure**

### **Evaluation**

Your course grade will be based on the following activities and weights:

30 % - Class Participation

50 % - Research Proposal Paper, in a group of up to 3 students

20 % - Proposal Presentation

### **Evaluation code(s)**

GRA 24181 - Class Participation, Research Proposal Paper and Proposal Presentation, accounts for 100 % of the final grade in the course GRA 2418, 6 credits.

### **Aids at the examination**

All

### **Makeup exam**

Next time the course is given.