



APPLIES TO ACADEMIC YEAR 2004/2005

GRA 2418 Advanced Research Topics in Marketing

Program

Master of Science in Marketing (Marketing)

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

The course is based on 36 instruction hours. Each session will offer discussion and critical review of the latest research on important and emerging issues in marketing. Students will be expected to be well prepared for each discussion by reading the assigned article list. Students will also be responsible for developing a research design paper on a topic of their choosing which may also prove to be an excellent way to develop a thesis topic. This research design will also be the basis for a short student presentation to the class, where feedback from the instructor and classmates can help in improving the final paper.

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 aids allowed.

Makeup exam

Next time the course is given.