



APPLIES TO ACADEMIC YEAR 2010/2011

DRE 2011 Marketing Models

Programme

Marketing

Responsible for the course

Department

Department of Marketing

Term

According to study plan

ECTS Credits

6

Language of instruction

English

Introduction

This course is designed to provide an introduction to the area of model building for marketing decisions. It will give students a fundamental understanding and hands-on experience with commonly used data analysis techniques and empirical models in business and social science, with an emphasis on marketing decisions. The seminar will examine empirical methods for analyzing different forms of data common in marketing and other social sciences.

Learning outcome

A fundamental understanding and hands-on experience with commonly used data analysis techniques and empirical models in business and social science, with an emphasis on marketing topics. Students will (a) see the direct applicability of the lectures to their own work, and (b) be able to actually sit down and apply these techniques. They will also see how these methods have been applied to marketing problems by other scholars.

Prerequisites

It is assumed that every student is familiar with the general principles of research design, measurement, and multivariate statistical analysis.

Admission to a PhD Programme is a general requirement for participation in PhD courses at BI Norwegian School of Management.

External candidates are kindly asked to attach confirmation of admission to a PhD programme when signing up for a course with the doctoral administration. Candidates can be allowed to sit in on courses by approval of the courseleader. Sitting in on courses does not permit registration for courses, handing in exams or gaining credits for the course. Course certificates or conformation letters will not be issued for sitting in on courses

Compulsory reading

Articles:

A complete list of articles and book chapters will be distributed during the first meeting. Articles will be selected from Journal of Marketing, Journal of Marketing Research, Journal of Consumer Research, Marketing Science, Quantitative Marketing and Economics, International Journal of Research in Marketing, Journal of Business and Economic Statistics, Administrative Science Quarterly, Academy of Management Journal, Academy of Management Review, Management Science, American Journal of Sociology, American Sociological Review, Journal of Law, Economics and Organization, Journal of Law and Economics, Journal of Financial Economics, Journal of Industrial Economics, Bell Journal of Economics, Managerial and Decision Economics.

Recommended reading

Other:

An extensive list of recommended readings will be provided during the first meeting.

Course outline

Introduction to quantitative models
Methodological issues in developing quantitative models
Applications of quantitative models in marketing

A detailed schedule with specific course topics will be distributed during the first meeting.

Computer-based tools

WinBUGS, freely available software, for the estimation of Bayesian models, will be demonstrated in class. Eviews software for students (available for \$ 39.95) will be demonstrated and used in class
Those who are familiar with such models may elect to use programs such as R or Matlab to complete assignments.

Learning process and workload**Workload (6 ECTS)**

Lectures	30 hours
Specified learning activities (including reading)	140 hours
Total	170 hours

The class will meet every other day for two weeks. The class will employ a combination of lectures and discussions of assigned readings, as well as exercises to be completed outside of class. Students are expected to thoroughly read the required readings or complete the exercises prior to each meeting. Articles may be added during the semester. Students may be asked to prepare discussion questions for specific readings. A maximum of five questions should be developed to address key issues discussed in each of the assigned readings and could seek to integrate the assigned readings with other topics covered in prior meetings. Depending on the number of course participants, students may be asked to prepare discussion questions for multiple sessions.

A copy of the questions should be distributed to each of the course participants prior to the meeting (TBD). The discussion leader(s) will have the responsibilities of leading the discussion and summarizing and synthesizing the articles with some brief closing remarks.

To a large extent, the value of this course will depend on the students' level of preparation and participation in the discussion. Course grade will be given based on quality of class participation (see Exam below). Sheer quantity of comments, with little depth or relevance to the focal issues, will not be rewarded (although presumably not punished).

If students have to miss class on a particular day, it is the students' responsibility to get notes from a classmate. Let the course responsible know as soon as possible if you have to miss a class.

If students experience any problem(s) with the seminar or any of the classmates it is expected that the students report any problem(s) that they are not able to resolve themselves to course responsible as soon as possible.

Unexcused absence will result in a lower participation grade

Examination

The course grade will be determined on the following basis:

- 20% - Course participation, including written reviews
- 20% - Exercises
- 20% - Presentation of paper idea and term paper
- 40% - Term paper

All parts of the evaluation must be passed in order to get a grade in the course.

Students will be required to write a term paper for the course. The term paper should be completed on an individual basis.

The paper should be original work, and be written specifically for this course. An overview of the paper idea/abstract (max 3 pages) is due approximately half-way into the course (TBD). The abstract should focus on what the students are proposing to do and its relevance to their

field of study (versus what others have done or literature review).

Each participant will then present the research idea and receive comments from the other participants. To ensure an active discussion, each participant will be assigned at least one abstract for written comments (not to exceed one page). The written comments on the abstracts are due approx. 2 days after the abstracts are submitted. The comments are confidential and will only be shared with the author. The objective of the reviews is to be helpful to the author - not to be judgmental (i.e., this should not be a review listing pages of inadequacies). Please follow the tradition of JCR's first editor (Bob Ferber), who felt that the "outside" reviewers' role is to see if the basic idea makes sense and whether it can be understood by an intelligent reader not in the author's immediate circle of friends, co-authors, etc. The purpose of this is to improve the translation and dissemination of knowledge.

For deadline on the final paper please see the Ph.D handbook where all deadlines are published. No incompletes will be given. The specific format for this paper will be provided in class.

The course will be graded A - F. Process evaluation will be used in this course.

Individual Paper/Essay

The term paper must be submitted according to directions in the Ph.D handbook to the Doctoral Administration - including a declaration form

Examination code(s)

DRE 20111 accounts for 100% of the final grade

Examination support materials

Not applicable.

Re-sit examination

Next time the course is offered.

Additional information

Honor Code

Academic honesty and trust are important to all of us as individuals, and represent values that are encouraged and promoted by the honor code system. This is a most significant university tradition. Students are responsible for familiarizing themselves with the ideals of the honor code system, to which the faculty are also deeply committed.

Any violation of the honor code will be dealt with in accordance with BI's procedures for cheating. These issues are a serious matter to everyone associated with the programs at BI and are at the heart of the honor code and academic integrity. If you have any questions about your responsibilities under the honor code, please ask.