DRE 2012 Dynamic Marketing Models

Programme
Marketing

Responsible for the course
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Department
Department of Marketing

Term
According to study plan

ECTS Credits
6

Language of instruction
English

Introduction
Please note that this course will be revised before it is offered again

This course is designed to enable students to design, estimate and communicate results of time series models in marketing. Special attention is devoted to dynamic systems of equations such as Vector Autoregressive and Vector error Correction models.

Learning outcome
By the end of the course, the PhD candidate will have a strong basis in 3 skills:

1)   How to design a dynamic marketing model from a real-life marketing problem

2)   How to specify and estimate the appropriate model in Eviews software

3)   How to report on the findings in oral (presentation) and written (paper) format

Prerequisites
It is assumed that every student is familiar with the general principles of research design, measurement, and multivariate statistical analysis. While this course does not require prior knowledge of matrix algebra, references to such topics will be provided.

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

External candidates are kindly asked to attach confirmation of admission to a PhD programme when signing up for a course with the doctoral administration. Other candidates may 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

Collection of 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

Course outline
Addressing marketing problems with dynamic system models

Specifying and estimating dynamic system models

What-if and forecasting analysis in dynamic systems

Interpreting results in dynamic system models

Communicating and publishing papers on dynamic marketing problems

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

Computer-based tools
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
Lectures 30 hours
Specified learning activities (including reading)   140 hours
Total   170 hours

The class will meet each day for a week. 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.

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

Coursework requirements

Examination
The course grade will be determined on the following basis:
60% based on the written parts for the 4 assignments (20% each)
15% based on the oral presentation of assignment 3
25% based on overall course participation

All parts of the evaluation must be passed in order to get a grade in the course. The course will be graded A - F.

Examination code(s)
DRE 20121 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.