



APPLIES TO ACADEMIC YEAR 2016/2017

DRE 2010 Seminar in Marketing Strategy

Programme

Marketing

Responsible for the course

Fred Selnes

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 seminar is designed to provide an introduction introduction to the area of research in marketing strategy.

As such, it will identify, review, evaluate and critique a variety of topics in the field of marketing strategy and management. The major objectives are to help participants (1) understand the main theoretical rationales within the field, (2) understand the methods employed in empirical research within the area, and (3) identify areas for future research activity.

Learning outcome

At the completion of this course, the candidate will have acquired the following:

Knowledge:

- will have in depth knowledge of theories in strategy, innovation and product development, brand strategy, customer strategy, and organization of marketing
- will have the ability to identify critical research and managerial issues related to marketing

Skills:

- can critically evaluate research in marketing strategy
- can identify and rigorously formulate unresolved and relevant research topics within the field of marketing strategy and management
- can develop an appropriate research idea for research within the field of marketing strategy and management

General competence:

- Can appreciate the complexity and importance of marketing strategy and management from both a theoretical and a practical perspective

Prerequisites

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

Articles:

A list of compulsory readings will be provided in class.

During the course there may be hand-outs and other material on additional topics relevant for the course and the examination.

Recommended reading

Course outline

Scope of Seminar

The area of marketing strategy is a broad field of study and covers many topics and several theoretical paradigms.

Computer-based tools

Learning process and workload

Format

In order to acquire knowledge in the forefront of marketing strategy, and to be able to assess the relevance and application of scientific methods within the field, discussions of course readings will be done in a seminar format. For each seminar meeting a limited number of required readings will be assigned and in order to achieve course objectives each participant is expected to read all the required readings prior to the meeting and be able to comment upon them during the discussion.

In order to be able to contribute with new knowledge to marketing strategy theory, students will work on their own research ideas which they will present for each other and the course instructor during workshops throughout the semester. All students are expected to develop their own ideas as well as comment on the other students' research ideas. The course instructor will facilitate discussions and help students develop their ability to critical thinking and to develop and adjust their own research ideas in a learning environment.

Workload

Lectures and seminars 30 hours

Reading and seminar preparations 100 hours

Writing of course paper 45 hours

Total 175 hours

Examination

The term paper should be written as a research manuscript in the format of an article ready for submission to a peer reviewed journal or academic conference. This includes a conceptual proposition (model) for a causal relationship between one or more independent constructs (variables) and a dependent construct (variable). The paper must describe the causal mechanisms in the conceptual model, and link this to existing literature. The conceptual propositions may also include moderators and mediators. The paper must be related to marketing strategy.

The constructs need to be clearly defined and positioned relative to existing literature. The definitions should also include how the constructs can or will be operationalized and measured. Think about the variation on the variables (high-low values and what it means), and think about how you can empirically test your propositions.

The conceptual model and the main propositions must be motivated by a clear proposal for how the research will contribute to existing literature and how it will change the way managers in marketing think or act.

The paper should be written in the format of one of the top journals in the field (Journal of Marketing, Marketing Science, or Journal of Marketing Research).

The paper should be original work, and be written specifically for this seminar. The final paper should be about 3000 words.

The grade is given in letter grade on the ECTS scale.

Examination code(s)

DRE 20101 term paper which accounts for 100 % of the final grade in the course DRE 2010

Examination support materials

Re-sit examination

Re-takes are only possible at the next time a course will be held. When the course evaluation has a separate exam code for each part of the evaluation it is possible to retake parts of the evaluation. Otherwise, the whole course must be re-evaluated when a student wants to retake an exam.

Additional information

Honour Code

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

Any violation of the honour 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 honour code, please ask