Syllabus
MAR6930: Advanced Marketing Models
University of Florida
Spring 2017

Professor: Jinhong Xie, xiej@ufl.edu
Office: 249D STZ
Classroom: 267G STZ

Course Objectives

This is a Ph.D. course that focuses on research in the area of Marketing Science and Management Science. The course is designed for students who are interested in conducting research based on quantitative modeling approaches (analytical or empirical) and have previously learned various mathematical models in the field of marketing, management, and economics.

The course has three main objectives: (1) Help students to improve their skills in conducting high quality research in the area of Marketing Science and Management Science (including identifying research topics, developing models, conducting analyses and writing a manuscript); (2) Deepen students' appreciation for the value/uses of different models in addressing important research problems; and (3) Introduce students to a number of special topics in Marketing Science and Management Science, which includes some emerging market phenomena, strategies, and thinking as well as some issues that represent an opportunity for research collaboration between marketing and other disciplines (e.g., operation management, information systems, finance, and management). The overall focus of the course is to enhance students' ability to develop their own research. The course will also familiarize students with the academic journal review process.

Students will have the opportunity to examine each step of the actual review process, learning how to respond to reviewers' comments and revise a manuscript.

Course Design

To accomplish these objectives, the course is designed with three parts:

Part I: How to Conduct/Publish Research in Marketing Science

This part is designed to help Ph.D. students develop their own research, such as

- How to identify important and interesting research problems and develop novel ideas
- How to choose model assumptions and structures
- How to identify important and interesting results

- How to present modeling results and extract insights
- How to write a compelling, concise, and interesting manuscript
- How to address reviewers comments and push the manuscript through the review process into publication.

We will address these questions using a combination of lecture, class discussion, and students' written summary of some published work.

Part II: Some Special Topics in Marketing Science and Management Science

The second part will focus on several special topics, which include some emerging research streams or practices, some markets/products with special characteristics, or some issues that represent an opportunity for research collaboration between marketing and other disciplines.

For each topic, I will provide an overview of the research area. Students are required to read the articles on the required reading list and be prepared to discuss the articles. Each student will also be assigned to present/discuss some specific papers. In addition to the topics selected by the instructor, students will be given an opportunity to propose additional topics for the class to explore and provide suggested readings.

Part III: Student Research Proposal

Each student is required to submit and present a research proposal (10-15 pages) by the end of the semester. You can pick any topic that uses quantitative methods. The proposal should include three parts: motivation, literature review, and suggested approaches to address the research problem. While you are not required to fully solve the proposed research problem, you need to provide sufficient detail to convince a knowledgeable reader that your plans are feasible. If the research problem will be mainly addressed analytically, it is necessary to state the main model assumptions and define a basic model specification. You are encouraged to derive some preliminary analytical results. If the research will be mainly addressed empirically, it is necessary to present the main hypotheses, state the data collection plan/procedure, and the methods that would be used to analyze those data. You are encouraged to provide some preliminary empirical findings.

The research problem should have the potential to be converted into a publishable paper in a leading academic journal in marketing or your field if it were solved. Students will have the opportunity to present their research proposal to the class, and make comments on each other's ideas.

Assignments
(weekly readings/assignments will be give in class)

- **Readings.** For each topic, I will provide a list of the required readings and some additional readings. Details will be provided in class. The papers will help you gain a

better understanding of the research area and stimulate your thinking on potential research ideas.

- **Concept Map.** Based on each topic of your readings, you are asked to create a concept map – a visual tool that brings together a set of key concepts, insights, and interrelationships to reflect your core learning for that topic. The concept map is designed to help you better store and categorize your knowledge and identify relationships between concepts. You can use whatever formats you feel to be most helpful to you (and other researchers) to conceptualize the most important concepts/issues/relationships about the underlying topic. This is an organizing exercise that should give you a deeper understanding of the material and readily see interrelationships, gaps, and implications. This will also be a valuable exercise to prepare you for your conceptual paper. Please be prepared to discuss your conceptual map.

- **Short summary.** For some specific topics, students will be asked to submit short summaries of insights/models/methods/ideas. Details on these assignments will be given in class.

- **Presentation.** Student will be assigned to present some research papers. Presenting students are required to email a copy of your presentation to me no later than 20 hours before the class. For each topic, each presenting student will have 20 minutes to present the key ideas, modeling methods, and findings of the assigned paper, and lead a discussion of the paper's strengths, weaknesses, and opportunities for future research.

Grading Policy

Class Participation and Presentation	40%
Assignments	20%
Research Proposal	40%

Course Schedule (Tentative)

Class Session	Topic
1 (1/5)	Course Introduction
2 (1/12)	Reading and summary
3 (1/19)	Identify important/interesting research problems and generate novel ideas
4 (1/26)	Special Topic: Social Interactions (e.g., WOM, observational learning, social media, social network, social media, social network, crowdfunding, social gaming, group buying, …)
5 (2/2)	Special Topic: Buyer Uncertainty and Resource Scarcity (e.g., advance selling, probabilistic selling, flexible products, contingent pricing, service cancelation)
6 (2/9)	Special Topic: Mobile Marketing
7 (2/16)	Special Topic: Marketing and Society (e.g., CSR, green marketing, social marketing)
8 (2/23)	Models, Assumptions, and Results
9 (3/2)	Interface Research (Marketing and Finance, Marketing and Operation Management…)
10 (3/9)	Spring Break
11 (3/16)	Research Proposal: discuss your proposed idea
12 (3/23)	• Natural/Quasi Experiments • Behavioral Economics
13 (3/30)	Writing Manuscript and Publishing in Top Journals
14 (4/6)	Writing Manuscript and Publishing in Top Journals
15 (4/13)	Term Paper Presentations
16 (4/20)	Term Paper Presentations

- Specific Assignments will be given in Class.
- Readings are available on the T drive, folder Xie 2017.