

Course Outline 2016
MKTG 719: SPECIAL TOPIC (15 POINTS)

Semester 1 (1163)

Course Prescription

This special topic provides an introduction to marketing philosophy, theory, and contemporary practice. There is an emphasis on developing the critical thinking and analytical skills necessary to undertake postgraduate and applied management research that bridges the theory practice divide.

Goals of the Course

The course is intended to allow you to explore, evaluate, criticise and contribute to the field of marketing, drawing on theory and practice. You are required to prepare yourself in advance for each session, so that you are able to critically discuss and evaluate the various journal articles and other readings and discuss the implications to marketing practice. It is suggested that for each reading you identify the objectives, summarise the message, and determine the academic and practical relevance to the topic being studied. It is a good idea to build an electronic file of everything you read with short summary notes. You will be given online sources to explore the relevance of the academic articles.

Learning Outcomes

By the end of this course, it is expected that the student will have:

1. Develop the critical and analytical skills required to undertake academic and applied management research;
2. Develop in-depth research knowledge in particular areas of Marketing with a specific focus on the value creation and service and relationship marketing and other contemporary developments;
3. Integrate basic contextual frameworks for the study of contemporary marketing;
4. Understand the implications of a service perspective;
5. Understand the nature of service innovation and shaping markets;
6. Understand customer engagement and brand communities;
7. Understand the foundations of conceptual model development and research implementation

Content Outline

Part 1:

Topics in Theory and Practice of Contemporary Marketing

- Nature and Scope of Marketing
- Changing Role of Marketing
- A Service Perspective
- Theory and Marketing Practice
- Customer Engagement and Brand Communities
- Service Innovation and Markets

Part 2:

Research Essay (selected topic in contemporary marketing)

Learning and Teaching

The meetings for Part 1 are once a week lasting between 2 & 3 hours for the 1st half of the semester. For Part 2 (2nd half of the semester) there will be personal supervision of the research essay.

Teaching Staff

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Learning Resources

The course is largely based on journal articles and other readings. Readings for the second 6 weeks will be developed from personal study.

Assessment

Part 1

Article Summary (5%, 2 pages 12pt 1.5): Due end of Week 3

Your article summary should use the following headings: Objectives, Messages, Relevance and Contribution (academic and practical)

Article: Vargo, S. L., and Lusch R. F., "Evolving to a New Dominant Logic for Marketing", *Journal of Marketing*, 68 (January), 1-17, 2004.

Individual Assignment (45% 10 pages plus appendices 12pt 1.5). Due in end of Week 6.

Choose a business that you are interested in and undertake an online search to investigate the prevalence of SD Logic marketing practices. Examine the strategic position of the business and the opportunities for the business to develop in the next decade.

Part 2

Research Essay (selected topic in contemporary marketing) (50%) Due end of week 12.

Learning Outcome	Article Summary	Individual Assignment	Research Essay
1.	X	X	X
2.	X	X	X
3.	X	X	X
4.		X	X
5.		X	X
6.		X	X
7.			X

Readings

Topic 1: Nature and Scope of Marketing

Levitt, T. "Marketing Myopia", *Harvard Business Review*, 1960 Jul-Aug and 1975, Sept-Oct.

Hunt, S. D. "The Nature and Scope of Marketing", *Journal of Marketing*, 1976, July, 17-18.

Topic 2: Changing Role of Marketing

Day, G., and Montgomery D., "Charting New Directions for Marketing", *Journal of Marketing*, 1999, 63(Special Issue), 3-13,

Lusch R. F. and Webster F. "A Stakeholder-Unifying, Co-creation Philosophy for Marketing " *Journal of Macromarketing*, 2011, 31(2) 134.

Topic 3 A Service Dominant Perspective of Marketing

Vargo, S. L., and Lusch R. F., "Evolving to a New Dominant Logic for Marketing", *Journal of Marketing*, 2004, 68 (January), 1-17

Vargo, S. L., and Lusch, R. F., "Service Dominant Logic: Continuing the Evolution," *Journal of the Academy of Marketing Science*, 2008, 36, 1-10

Greer C. R., Lusch, R. F., and Vargo, S. L., "A Service Perspective: Key managerial Insights from Service Dominant Logic," *Organisational Dynamics*, 2016

Topic 4: Theory and Marketing Practice

Brodie R. J. "Future of Theorizing about Marketing: Increasing by Bridging Theory and Practice," Chapter 5 in Moutinho, Bigné, Manrai (ed) *Routledge Companion on Future of Marketing* 2013

Coviello, N. E., R. J. Brodie, P. Danaher, and W. Johnston, "How Firms Relate to Their Markets: An Examination of Contemporary Practices", *Journal of Marketing*, 2002, 66 (July), 33-46

Topic 5: Customer Engagement and Brand Communities

Brodie, R.J., Hollebeek, L.D., Jurić, B., & Ilić, A. (2011). "Customer engagement: Conceptual domain, fundamental propositions, and implications for research".

Journal of Service Research, 2011, 14 (3). p252-271.

Brodie, R.J., Ilic, A., Juric, B., & Hollebeek, L. "Consumer engagement in a virtual brand community: An exploratory analysis". *Journal of Business Research*. 2013, 66 (1) 105-114

Topic 6: Service Innovation and Markets

Prahalad C .K, and Ramaswamy V. "The New Frontier of Experience Innovation", *MIT Sloan Management Review*, 2003, 44(4) 12-18.

Berry et al . "Creating New Markets Through Service Innovation", *MIT Sloan Management Review*, 2006, 47(2) 12-18.

Storbacka Kaj and Suvi Nenonen "Learning with the market: Facilitating market innovation" *Industrial Marketing Management*, 2015, 44, 73-82.