



RSM 3052 Course Outline

Marketing (*Spring 2022*)

Course Meets: Mondays 9AM-12PM, Rotman School of Management, Online

Instructor: Avi Goldfarb, Room 578
E-Mail: avi.goldfarb@rotman.utoronto.ca
Homepage: <http://www.avigoldfarb.com>
Phone: 416-946-8604
Office Hours: By Appointment

Objectives: The purpose of this course is to introduce students to the key questions and most common methods used in quantitative marketing. The practice of finance has transformed over the past several decades to be a primarily quantitative field, rooted in ideas from economics. I believe the same process is now happening in marketing. Marketing practice is increasingly quantitative. Many of the most exciting marketing companies in the world apply marketing principles in highly technical ways, including Google, Facebook, and Amazon. This transformation of practice was preceded by the rise of the field of quantitative marketing.

A key theme is that rigor is a necessary condition for relevance. In other words, while there are rigorous papers that are not relevant, a research paper cannot be relevant if it is not rigorous. Without careful attention to detail and appropriate use of techniques, research should not be trusted to influence marketing practice or marketing policy.

In each class, we will work through research papers that build rigorous quantitative models of important marketing phenomena. Many of these papers take a social science perspective, with an emphasis on understanding the decisions of managers and consumers. Others take more of an engineering perspective, focusing on designing marketing tools.

Preparation and Prerequisites: The course is meant to be accessible to all marketing PhD students, regardless of the stream though aspects of the course will be technical and use advanced economics and econometrics. It will complement the rest of the first year marketing sequence, building on ideas from the consumer behavior course in the fall and from basic microeconomics and statistics. For those in the quantitative track, you will be expected to have a deep understanding the economics and econometrics material from the fall courses.

Class Structure: In class, we will engage in a detailed discussion of the assigned papers. We will discuss research questions, techniques, and the links between the research papers. At the end of each class, I will provide a brief introduction to the topic of the next class, in a format similar to how I teach MBAs. This will frame the discussion on the relevant quantitative papers in the next class. Class will involve a mix of PowerPoint slides, whiteboard derivations, and class discussion.

Assignments & Grading

Problem sets: 30%

There will be 6 problem sets worth 5% each. Problems sets will be handed out during class the week before they are due. Each problem set will have three parts: (i) Identify the research question and core result in a paper, (ii) relate the research question to a traditional marketing concept, (iii) formally derive and interpret the key results of the relevant papers on a topic. The first two parts will anticipate future classes, while the third part will be based on material we have already covered.

Presentations: 20%

Each student will give two 20 minute presentations over the term, focusing on papers of their choosing. Suggested papers for presentation are highlighted in the syllabus with **.

Final exam: 50%

Questions will look like problem set questions, open book but time constrained.

Readings

A number of papers have been assigned each week.

*Means that everyone in the class (including those auditing) should have read the paper before coming to class.

**Means that it is a suggested paper for presentation.

In addition to those marked with a *, each student should read at least one other paper carefully and be ready to discuss it in class. Books are marked with a +, and are meant for students who want to dig into the subject deeply, perhaps after the term is over.

Note that in deciding on the topics and papers, I have biased toward topics that Rotman professors know well, and papers that I know well (particularly my own!). This is to ensure expertise, and you should recognize that it comes at the expense of a truly broad and unbiased view of the field.

Questions to ask when reading a paper

- 1) What is the research question?
- 2) What is the main result?
- 3) What results (if any) help explain this main result?
- 4) Does the interpretation follow the analysis?
- 5) How are the results communicated?

If empirical:

- a) What is the core identification challenge?
- b) What is the data structure?

	Date	Topic	Deliverables
1	January 3	Quantitative marketing	
2	January 10	Demand estimation	
3	January 17	Advertising	Problem set #1
4	January 24	Pricing, product lines, and CRM	
5	January 31	Distribution and sales force management	Problem set #2
6	February 7	Search, learning, and loyalty	
7	February 14	Branding	Problem set #3
	February 21	READING WEEK NO CLASS	
8	February 28	Behavioral marketing	
9	March 7	Diffusion	Problem set #4
10	March 14	Technological change and AI	
11	March 21	Digitization	Problem set #5
12	March 28	Platforms, social media, and entrepreneurship	
13	April 4	Marketing policy	Problem set #6
	April 11	Final exam	3 hours. Open book.

Week 1: Quantitative Marketing

Perspectives

- Athey, Susan, and Michael Luca. 2019. "Economists (and Economics) in Tech Companies." *Journal of Economic Perspectives*, 33 (1): 209-30.
- Duflo, Esther. 2017. "Richard T. Ely Lecture: The Economist as Plumber." *American Economic Review*, 107 (5): 1-26.
- Mela, Carl F., Jason M.T. Roos, and Yiting Deng. 2013. "A Key Word History of Marketing Science." *Marketing Science*, 31, 1 (January-February): 8-18.
- Roth, A. E. 2002. "The Economist as Engineer: Game Theory, Experimentation, and Computation as Tools for Design Economics." *Econometrica*, 70: 1341-1378.
- Rubinstein, A. 2006. "Dilemmas of an Economic Theorist." *Econometrica*, 74: 865-883.
- +Dube, Jean-Pierre, and Peter Rossi. 2019. *Handbook of the Economics of Marketing Volume I*. Elsevier, Amsterdam.

Methods

- Goldfarb, Avi, Catherine Tucker, and Yanwen Wang. 2021. "Quasi-Experimental Methods in Marketing." Forthcoming, *Journal of Marketing*.
- Lambrecht, Anja, and Catherine Tucker. 2018. "Field Experiments in Marketing." In *Handbook of Marketing Analytics*. Eds Natalie Mizik and Dominique Hanssens.
- Reiss, Peter C. 2011. "Descriptive, Structural, and Experimental Empirical Methods in Marketing Research." *Marketing Science*, 30 (6): 950-964.
- Moorthy, K.S. 1993. "Theoretical Modeling in Marketing." *Journal of Marketing*, 57 (April): 92- 106.
- Shmueli, G. 2010. "To Explain or To Predict?" *Statistical Science*, 25 (3): 289-310.
- +Angrist, Joshua D., and Jörn-Steffen Pischke. 2009. *Mostly Harmless Econometrics: An Empiricist's Companion*. Princeton University Press: Princeton NJ.
- +Lilien, G. L., P. Kotler, and K. S. Moorthy. 1992. *Marketing Models*. Prentice Hall.
- +Tirole, J. 1988. *The Theory of Industrial Organization*. MIT Press.

Data

- Bronnenberg, Bart J., Mike Kruger, and Carl F. Mela. 2008. "The IRI Academic Dataset." *Marketing Science*, 27, 4 (July-August): 745-748.
- Edelman, Benjamin. 2012. "Using Internet data for economic research." *Journal of Economic Perspectives*, 26: 189-206.
- Einav, Liran, and Jonathan Levin. 2013. "The Data Revolution and Economic Analysis." NBER Working Paper #19035.
- Varian, Hal R. 2014. "Big Data: New Tricks for Econometrics." *Journal of Economic Perspectives*, 28 (2): 3-28.

Week 2: Demand Estimation

Conjoint

*Allenby, Greg, Nino Hardt, and Peter Rossi. 2019. "Empirical Foundations of Conjoint Analysis." Chapter 3 in Dube and Rossi, eds. *Handbook of the Economics of Marketing, Volume 1*: 151-192.

Ding, Min. 2007. "An Incentive-Aligned Mechanism for Conjoint Analysis." *Journal of Marketing Research* 46: 214-223.

Green, P.E., Krieger, A.M., and Wind, Y. 2001. "Thirty Years of Conjoint Analysis: Reflections and Prospects." *Interfaces*, 31 (3) Part 2: S56-S73.

Toubia, Olivier, Duncan I. Simester, John R. Hauser, and Ely Dahan. 2003. "Fast Polyhedral Adaptive Conjoint Estimation." *Marketing Science*, 22 (3): 273-303.

Scanner data

*Dube, Jean-Pierre. 2019. "Microeconomic models of consumer demand." Chapter 1 in Dube and Rossi, eds. *Handbook of the Economics of Marketing, Volume 1*: 1-68.

Bruno, Hernán A., Javier Cebollada, and Pradeep K. Chintagunta. 2018. "Targeting Mr. or Mrs. Smith: Modeling and Leveraging Intrahousehold Heterogeneity in Brand Choice Behavior." *Marketing Science*, 37 (4): 631-648.

Chintagunta, Pradeep K. Dipak C. Jain, and Naufel J. Vilcassim. 1991. "Investigating Heterogeneity in Brand Preferences in Logit Models for Panel Data." *Journal of Marketing Research*, 28 (4): 417-428.

Dubé, J.-P., G. J. Hitsch, and P. E. Rossi. 2010. "State dependence and alternative explanations for consumer inertia." *RAND Journal of Economics*, 41(3): 417–445.

Fader, P. S., and B. G. S. Hardie. 1996. "Modeling consumer choice among SKUs." *Journal of Marketing Research*, 33(4): 442–452.

Guadagni, Peter M., and John D. Little. 1983. "A Logit Model of Brand Choice Calibrated on Scanner Data." *Marketing Science*, 2 (3): 203-238.

Mehta, N., Rajiv, S., and K. Srinivasan. 2003. "Price Uncertainty and Consumer Search: A Structural Model of Consideration Set Formation." *Marketing Science*, 22 (1): 58-84.

Rossi, Peter E., and Greg M. Allenby. 2003. "Bayesian Statistics and Marketing." *Marketing Science*, 22 (3): 304-328.

Other

Berry, S., J. Levinsohn, and A. Pakes. 1995. "Automobile Prices in Market Equilibrium." *Econometrica*, 63 (4): 841-890.

Farrell, Max H., Tengyuan Liang, and Sanjog Misra. 2020. "Deep Learning for Individual Heterogeneity." Working paper, University of Chicago.

Ghose, Anindya, Panagiotis Ipeirotis, and Beibei Li. 2012. "Designing Ranking Systems for Hotels on Travel Search Engines by Mining User-Generated and Crowdsourced Content." *Marketing Science*, 31(3): 493-520.

Moe, Wendy W., and Peter S. Fader. 2004. "Dynamic Conversion Behavior at E-Commerce Sites." *Management Science*, 50 (3): 326-335.

Week 3: Advertising

Theory

*Bagwell K. 2007. "The economic analysis of advertising." Armstrong M, Porter R, eds. *Handbook of Industrial Organization, Volume 3* (North-Holland, Amsterdam): 1701–1844. *Required 1701-1724 otherwise optional.

Berman, Ron. 2018. "Beyond the Last Touch: Attribution in Online Advertising." *Marketing Science*, 37 (5): 771-792.

Iyer, Ganesh K., David A. Soberman and J. Miguel Villas-Boas. 2005. "The Targeting of Advertising." *Marketing Science*, 24 (3): 461-476.

Empirics—Offline

*Shapiro, Brad. 2018. "Positive Spillovers and Free Riding in Advertising of Prescription Pharmaceuticals: The Case of Antidepressants." *Journal of Political Economy*, 126 (1): 381-437.

Ackerberg, D. 2001. "Empirically Distinguishing Informative and Prestige Effects of Advertising." *RAND Journal of Economics*, 32 (2): 100-118.

**Chung, Kevin YC, Timothy P. Derdenger, and Kannan Srinivasan. 2013. "Economic Value of Celebrity Endorsements: Tiger Woods' Impact on Sales of Nike Golf Balls." *Marketing Science*, 32 (2): 271-293.

**Hartmann, Wesley R., and Daniel Klapper. 2018. "Super Bowl Ads." *Marketing Science*, 37 (1): 78-96.

Huang, Guofang, Matthew Shum, and Wei Tan. 2019. "Is pharmaceutical detailing informative? Evidence from Contraindicated drug prescriptions." *Quantitative Marketing and Economics*, 17: 135-160.

Lodish, Leonard M. et al. 1995. "How T.V. Advertising Works: A Meta-Analysis of 389 Real World Split Cable T.V. Advertising Experiments." *Journal of Marketing Research*, 32 (May): 125-139.

Empirics—Online

*Johnson, Garrett. 2020. Inferno: A guide to field experiments in online display advertising. Working paper, Boston University.

*Goldfarb, Avi and Catherine Tucker. 2011. "Online Display Advertising: Targeting and Obtrusiveness." *Marketing Science*, 30 (3): 389-404.

*Blake, Thomas, Chris Nosko, and Steven Tadelis. 2015. "Consumer Heterogeneity and Paid Search Effectiveness: A Large-Scaled Field Experiment." *Econometrica*, 83 (1): 155- 174.

*Simonov, Andrey, Chris Nosko, and Justin M. Rao. 2018. "Competition and Crowd-Out for Brand Keywords in Sponsored Search." *Marketing Science*, 37 (2): 200-215.

**Feit, Elea and Ron Berman. 2019. "Test & Roll: Profit-Maximizing A/B Tests." *Marketing Science*, 38 (6): 913-1084.

Johnson, Garrett, Randall Lewis, and Elmar Nubbemeyer. 2017. "Ghost Ads: Improving the Economics of Measuring Online Ad Effectiveness." *Journal of Marketing Research*, 54 (6): 867-884.

**Gordon, Brett R., Florian Zettelmeyer, Neha Bhargava, Dan Chapsky. 2019. "A Comparison of Approaches to Advertising Measurement: Evidence from Big Field Experiments at Facebook." *Marketing Science*, 38 (2): 193-225.

**Liaukonyte, Jura, Thales Teixeira, and Kenneth C. Wilbur. 2015. "Television Advertising and Online Shopping." *Marketing Science*, 34 (3):311-330.

**Todri, Vilma. 2021. Frontiers: The Impact of Ad-Blockers on Online Consumer Behavior. *Marketing Science* Forthcoming.

Urban, Glen L. Guilherme Liberali, Erin MacDonald, Robert Bordley, and John R. Hauser. 2014. "Morphing Banner Advertising" *Marketing Science*, 33 (January-February): 27-46.

Week 4: Pricing, product lines, and CRM

Price and Demand

*Chevalier, J., A. Kashyap, and P. Rossi. 2003. "Why Don't Prices Rise During Periods of Peak Demand? Evidence From Scanner Data." *American Economic Review*, (June).

Lambrecht, Anja, and Kanishka Misra. 2017. "Fee or Free: When Should Firms Charge for Online Content?" *Management Science*, 63 (4): 1150-1165.

Haviv, Avery. 2020. "Consumer Search, Price Promotions, and Counter-Cyclic Pricing." Working Paper, University of Rochester.

Pattabhiramaiah, Adithya, S. Sriram, and Shrihari Sridhar. 2018. "Rising Prices Under Declining Preferences: The Case of the U.S. Print Newspaper Industry." *Marketing Science*, 37 (1): 97-122.

Price Promotions

Busse, M., D. Simester, and F. Zettelmeyer. 2010. "The Best Price You'll Ever Get: The 2005 Employee Discount Pricing Promotions in the U.S. Automobile Industry." *Marketing Science*, 29 (2): 268 -290.

Narasimhan, C. 1984. "A Price Discrimination Theory of Coupons." *Marketing Science*, 3 (Spring): 128-147.

Product Choices

*Hermosilla, Manuel, Fernanda Gutiérrez-Navratil, and Juan Prieto-Rodríguez. 2018. "Can Emerging Markets Tilt Global Product Design? Impacts of Chinese Colorism on Hollywood Castings." *Marketing Science*, 37 (3): 356-381.

Draganska, DC Jain. 2005. "Product-line length as a competitive tool." *Journal of Economics & Management Strategy*, 14 (1): 1-28.

Moorthy, K. S. 1984. "Market Segmentation, Self-Selection, and Product Line Design." *Marketing Science*, 3: 288-307.

Orhun, Yesim. 2009. "Optimal product line design when consumers exhibit choice set-dependent preferences." *Marketing Science*.

**Rao, Anita. 2020. "Strategic Research and Development Investment Decisions in the Pharmaceutical Industry." *Marketing Science*, 39 (3): 564-586.

Zhao, Clarice, Nitin Mehta, and Mengze Shi. 2021. The Consumption of Serial Media Products and Optimal Release Strategy. Working paper. University of Toronto.

Customer Relationship Management

*Ascarza, Eva. 2018. "Retention futility: Targeting high-risk customers might be ineffective". *Journal of Marketing Research*.

Kamakura, Wagner, Carl Mela, et al. 2005. "Choice Models and Customer Relationship Management." *Marketing Letters*, 16(3/4): 279-291.

McCarthy, Daniel M., and Peter Fader. 2018. "Customer-Based Corporate Valuation for Publicly Traded Noncontractual Firms." *Journal of Marketing Research*, 55 (5): 617-635.

Netzer, Oded, James M. Lattin, and V. Srinivasan. 2008. "A Hidden Markov Model of Customer Relationship Dynamics." *Marketing Science*, 27 (2): 185-204.

Week 5: Distribution and sales force management

Retailing

- *Ellickson, Paul B., and Sanjog Misra. 2008. "Supermarket Pricing Strategies." *Marketing Science*, 27 (5): 811-828.
- Basker, Emek. 2007. "The Causes and Consequences of Wal-Mart's Growth." *Journal of Economic Perspectives*, 21 (3): 177-198.
- **Dubé, Jean-Pierre, Günter J. Hitsch, and Peter E. Rossi. 2018. "Income and Wealth Effects on Private-Label Demand: Evidence from the Great Recession." *Marketing Science*, 37 (1): 22-53.
- **Lafontaine, Francine. 1992. "Agency Theory and Franchising: Some Empirical Results." *RAND Journal of Economics*, 23 (2): 263-283.
- Messinger, P., and C. Narasimhan. 1995. "Has Power Shifted in the Grocery Channel?" *Marketing Science*, 14: 189-223.
- Moorthy, Sridhar. 2005. "A General Theory of Pass-Through in Channels with Category Management and Retail Competition." *Marketing Science*.
- **Vitorino, Maria Ana. 2012. "Empirical entry games with complementarities: An application to the shopping center industry." *Journal of Marketing Research*, 49 (2): 175-191.
- **Sudhir, K. 2001. "Structural Analysis of Manufacturer Pricing in the Presence of a Strategic Retailer." *Marketing Science*, 20 (3): 244-264.

Online/Offline

- *Wang, Kitty, and Avi Goldfarb. 2017. "Can offline stores drive online sales?" *Journal of Marketing Research*, 54 (5): 706-719
- Avery, Jill, Thomas J. Steenburgh, John Deighton, and Mary Caravella. 2012. "Adding Bricks to Clicks: Predicting the Patterns of Cross-Channel Elasticities Over Time." *Journal of Marketing*, 76: 96-111.
- Balasubramanian, S. 1998. "Mail versus Mall: A Strategic Analysis of Competition between Direct Marketers and Conventional Retailers." *Marketing Science*, 17: 181-195.
- Danaher, Brett, Samita Dhanasobhon, Michael D. Smith, and Rahul Telang. 2010. "Converting Pirates Without Cannibalizing Purchasers: The Impact of Digital Distribution on Physical Sales and Internet Piracy." *Marketing Science*, 29 (6): 1138-51.
- Forman, Chris, Anindya Ghose, and Avi Goldfarb. 2009. "Competition between Local and Electronic Markets: How the benefit of buying online depends on where you live." *Management Science*, 54: 47-57.

Sales force management

- *Misra, Sanjog, and Harikesh Nair. 2011. "A Structural Model of Sales-Force Compensation Dynamics: Estimation and Field Implementation." *Quantitative Marketing and Economics*, 9 (3): 211-225.
- Chung, Doug, Thomas Steenburgh, and K. Sudhir. 2014. "Do bonuses enhance sales productivity? A dynamic structural analysis of bonus-based compensation plans." *Marketing Science*, 33 (2): 165-187.

Week 6: Search, learning, and loyalty

Search

*Bronnenberg, Bart J., Jun B. Kim, and Carl F. Mela. 2016. "Zooming In on Choice: How Do Consumers Search for Cameras Online?" *Marketing Science*, 35 (5): 693-712.

*Ursu, Raluca. 2018. "The Power of Rankings: Quantifying the Effect of Rankings on Online Consumer Search and Purchase Decisions." *Marketing Science*, 37 (4): 530-552.

**Coey, Dominic, Bradley J. Larsen, and Brennan C. Platt. 2020. "Discounts and Deadlines in Consumer Search." *American Economic Review*, 110 (12): 3748-85.

**Honka, Elizabeth. 2014. "Quantifying Search and Switching Costs in the US Auto Insurance Industry." *RAND Journal of Economics*, 45 (4): 847-884.

Honka, Elisabeth, Ali Hortacsu, and Matthijs Wildenbeest. 2019. "Empirical search and consideration sets." Chapter 4 in Dube and Rossi, eds. *Handbook of the Economics of Marketing, Volume 1*: 193-258.

Stigler, G. J. 1961. "The economics of information." *The Journal of Political Economy*, 69 (3): 213-225.

Learning

*Huang, Yufeng. 2019. Learning by doing and the demand for advanced products. *Marketing Science*, 38 (1): 107-128.

Erdem, T., Keane, M.P., and Sun, B. 2008. "A Dynamic Model of Brand Choice When Price and Advertising Signal Product Quality." *Marketing Science*, 27 (6): 1111-1125.

**Osborne, Matthew. 2011. "Consumer Learning, switching costs, and heterogeneity: A structural examination." *Quantitative Marketing and Economics*, 9 (1): 25-46.

**Zhang, Juanjuan. 2010. "The sound of silence: Observational learning in the US kidney market." *Marketing Science*, 29 (2): 315-335.

Loyalty

Fudenberg, D., and M. Villas-Boas. 2006. "Behavior-Based Price Discrimination and Customer Recognition," in T. Hendershott (ed.), *Handbooks in Information Systems*, Vol. 1. Elsevier.

**Hartmann, WR, and VB Viard. 2008. "Do frequency reward programs create switching costs? A dynamic structural analysis of demand in a reward program." *Quantitative Marketing and Economics*, 6 (2): 109-137.

**Lederman, Mara. 2007. "Do enhancements to loyalty programs affect demand? The impact of international frequent flyer partnerships on domestic airline demand." *RAND Journal of Economics*, 38 (4): 1134-1158.

**Jeziorski, Przemysław, Elena Krasnokutskaya, Olivia Ceccarini. 2019. "Skimming from the Bottom: Empirical Evidence of Adverse Selection When Poaching Customers." *Marketing Science*, 38 (4): 543-566.

Klemperer, P. 1995. "Competition when Consumers have Switching Costs: An Overview with Applications to Industrial Organization, Macroeconomics, and International Trade." *Review of Economic Studies*.

Shin, J., and K. Sudhir. 2010. "A Customer Management Dilemma: When Is It Profitable to Reward Own Customers?" *Marketing Science*.

Week 7: Branding

- *Bronnenberg, Bart, JP Dube, and Sridhar Moorthy. 2019. "The Economics of Brands and Branding." *Handbook of the Economics of Marketing*, chapter 6, Eds, Jean-Pierre Dube and Peter Rossi. p. 291-358.
- *Borkovsky, Ron, Avi Goldfarb, Avery Haviv, and Sridhar Moorthy. 2017. "An Empirical Study of the Dynamics of Branding." *Marketing Science*, 36 (4): 471-499.
- *Hollenbeck, Brett. 2018. "Online Reputation Mechanisms and the Decreasing Value of Chain Affiliation." *Journal of Marketing Research*, 55 (5): 636-654.
- Ailawadi, Kusum, Donald Lehmann, and Scott Neslin. 2003. "Revenue Premium as an Outcome Measure of Brand Equity." *Journal of Marketing*, 67 (October): 1-17.
- Ataman, Berk, Carl F. Mela, and Harald J. van Heerde. 2008. "Building Brands." *Marketing Science*, 27, 6 (November-December): 1036-1054.
- Bronnenberg, Bart J., Sanjay Dhar, and J-P Dube. 2009. "Brand History, Geography, and the Persistence of Brand Shares." *Journal of Political Economy*, 117 (1): 87-115.
- **Bronnenberg, Bart, JP Dube, Matthew Gentzkow, and Jesse Shapiro. 2017. "Do pharmacists buy Bayer? Informed shoppers and the brand premium." *Quarterly Journal of Economics*, 130 (4): 1669-1726
- Erdem, Tülin. 1998. "An Empirical Model of Umbrella Branding." *Journal Marketing Research*, 35 (3): 339-351.
- Goldfarb, Avi, Qiang Lu, and Sridhar Moorthy. 2009. "Measuring Brand Value in an Equilibrium Framework." *Marketing Science*, 28 (1): 69-86.
- Keller, Kevin L. 1993. "Conceptualizing, Measuring, and Managing Customer Based Brand Equity." *Journal of Marketing*, 57 (January): 1-22.
- **Moorthy, Sridhar. 2012. "Can Brand Extension Signal Product Quality?" *Marketing Science*, 31 (5): 756-770.
- Qian, Yi. 2008. "Impacts of Entry by Counterfeiters." *Quarterly Journal of Economics*, 123 (4): 1577-1609.
- Tadelis, Steven. 1999. "What's in a Name? Reputation as a Tradeable Asset." *The American Economic Review*, 89 (3): 548-563.
- Waldfogel, J., & Chen, L. 2006. "Does information undermine brand? Information intermediary use and preference for branded web retailers." *The Journal of Industrial Economics*, 54 (4): 425-449.
- Wernerfelt, B. 1988. "Umbrella Branding as a Signal of New Product Quality: An Example of Signaling by Posting a Bond." *Rand Journal of Economics*, 19: 458-466.
- **Yu, Jungju. 2021. A Model of Brand Architecture Choice: A House of Brands vs. a Branded House. *Marketing Science* 40(1), 147-167.
- +Aaker, David. 1995. *Building Strong Brands*. Free Press.

Week 8: Behavioral marketing

*Ho, T.-H., Lim, N., and Camerer, C. 2006. "Modeling the psychology of consumer and firm behavior with behavioral economics." *Journal of Marketing Research*, 43 (3): 307–331.

DellaVigna, Stefano. 2018. "Structural Behavioral Economics." *Handbook of Behavioral Economics*, eds, Bernheim, DellaVigna, and Laibson.

Consumers

*Grubb, Michael, and Matthew Osborne. 2015. "Cellular Service Demand: Biased Beliefs, Learning, and Bill Shock." *American Economic Review*, 105 (1): 234-271.

**Liu, Xiao, Alan Montgomery, and Kannan Srinivasan. 2018. "Analyzing Bank Overdraft Fees with Big Data." *Marketing Science*, 37 (6): 855-1052

Anderson, ET, and DI Simester. 2003. "Effects of \$9 price endings on retail sales: Evidence from field experiments." *Quantitative Marketing and Economics*, 1 (1): 93-110.

**Brown, Jennifer, Tanjim Hossain, and John Morgan. 2010. "Shrouded Attributes and Information Suppression: Evidence from the Field." *Quarterly Journal of Economics*, 859-876. s

Grundl, Serafin, and You Suk Kim. 2019. "Consumer mistakes and advertising: The case of mortgage financing." *Quantitative Marketing and Economics*, 17: 161-213.

**Narayanan, Sridhar, and Puneet Manchanda. 2012. "An Empirical Analysis of Individual Level Casino Gambling Behavior." *Quantitative Marketing and Economics*, 10 (1): 27-62.

**Strulov-Shlain, Avner. 2019. "More than a Penny's Worth: Left-Digit Bias and Firm Pricing." *Chicago Booth Research Paper* No. 19-22.

Zhong, Zachary. 2021. "Chasing Diamonds and Crowns: Consumer Limited Attention and Seller Response." *Management Science* forthcoming.

Firms

*Goldfarb, Avi, and Mo Xiao. 2011. "Who thinks about the competition? Managerial ability and strategic entry in US local telephone markets." *American Economic Review*, 101 (7): 3130-3161.

**DellaVigna, Stefano, and Matthew Gentzkow. 2019. "Uniform Pricing in US Retail Chains." *The Quarterly Journal of Economics*, 134 (4): 2011-84.

**Goeree, Jacob K., and Philippos Louis. 2021. "M Equilibrium: A Theory of Beliefs and Choices in Games." *American Economic Review*, 111 (12): 4002-45.

Goldfarb, Avi, and Botao Yang. 2009. "Are All Managers Created Equal?" *Journal of Marketing Research*, 46 (5): 612-622.

Hortacsu, Ali, Fernando Luco, Steven Puller, and Dongni Zhu. 2019. "Does Strategic Ability Affect Efficiency? Evidence from Electricity Markets." *American Economic Review*, 109 (12): 4302-42.

**Huang, Yufeng, Paul Ellickson, and Mitchell Lovett. 2021. Learning to Set Prices. Forthcoming *Journal of Marketing Research*.

Week 9: Diffusion

*Bass, F.M. 1969. "A new product growth model for consumer durables." *Management Science*, 15: 215-227.

*Griliches, Z. 1957. "Hybrid corn: an exploration in the economics of technological change." *Econometrica*, 25: 501-522.

*Nair, HS, P Manchanda, and T Bhatia. 2010. "Asymmetric social interactions in physician prescription behavior: The role of opinion leaders." *Journal of Marketing Research*, 47 (5): 883-895.

*Sudhir, K., and Debabrata Talukdar. 2015. "The "Peter Pan Syndrome" in Emerging Markets: The Productivity-Transparency Trade-off in IT Adoption." *Marketing Science*, 34 (4): 500-521.

**Anderson, Eric, Song Lin, Duncan Simester, and Catherine Tucker. 2015. "Harbingers of Failure." *Journal of Marketing Research*, 52 (5): 580-592.

Bollinger, Bryan, and Kenneth Gillingham. 2012. "Peer Effects in the Diffusion of Solar Photovoltaic Panels." *Marketing Science*, 31 (6): 900-912.

Catalini, Christian, and Catherine Tucker. 2017. "When early adopters don't adopt." *Science*, 357, Issue 6347: 135-136.

Conley, TG, and Udry CR. 2010. "Learning about a new technology: Pineapple in Ghana." *American Economic Review*, 100 (1): 35-69.

Hitsch, Günter J. 2016. "An Empirical Model of Optimal Dynamic Product Launch and Exit Under Demand Uncertainty." *Marketing Science*, 25: 25-50.

Horsky, D. 1990. "A Diffusion Model Incorporating Product Benefits, Price, Income and Information." *Marketing Science*, 9: 342-365.

Iyengar, Raghuram, Jae Young Lee, and Christophe Van Den Bulte. 2015. "Social Contagion in New Product Trial and Repeat." *Marketing Science*, 34: 408-429.

Mahajan, V., Muller, E. and Bass, F.M. 1990. "New Product Diffusion Models in Marketing: A Review and Directions for Research." *The Journal of Marketing*, 54 (1): 1-26.

Manski, CF. 1993. "Identification of endogenous social effects: The reflection problem." *Review of Economic Studies*, 60 (3): 531-542.

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