

MARKETING (WH) {MKTG}

L/R 101. Introduction to Marketing. (C) Niedermeier.

The objective of this course is to introduce students to the concepts, analyses, and activities that comprise marketing management, and to provide practice in assessing and solving marketing problems. The course is also a foundation for advanced electives in Marketing as well as other business/social disciplines. Topics include marketing strategy, customer behavior, segmentation, market research, product management, pricing, promotion, sales force management and competitive analysis.

211. (MKTG773) Consumer Behavior. (C) Cutright, Reed. Prerequisite(s): MKTG 101.

This course is concerned with how and why people behave as consumers. Its goals are to: (1) provide conceptual understanding of consumer behavior, (2) provide experience in the application of buyer behavior concepts to marketing management decisions and social policy decision-making; and (3) to develop analytical capability in using behavioral research.

212. (MKTG756) Marketing Research. (C) Shen, Eliashberg, Yildirim. Prerequisite(s): MKTG 101, STAT 101. Students are highly encouraged to take statistics in the semester immediately preceding this course.

This course examines the role of marketing research in the formulation and solution of marketing problems, and the development of the student's basic skills in conducting and evaluating marketing research projects. Special emphasis is placed on problem formulation, research design, alternative methods of data collection (including data collection instruments, sampling, and field operations), and data analysis techniques. Applications of modern marketing research procedures to a variety of marketing problems are explored.

221. (MKTG753) New Product Management. (C) Armstrong, Adams. Prerequisite(s): MKTG 101; NOTE: Students may not take this course and MKTG232 for credit. 0.5 c.u. One-half term.

Examination of the marketing aspects of products or services exclusive of their promotion, pricing or distribution. Focuses on decisions regarding product introduction, positioning, improvements, and deletion, and the tools available for making these decisions.

224. Advertising Management. (C) Prerequisite(s): MKTG 101 or permission of instructor; NOTE: Students may not take this course and MKTG235 for credit. 0.5 c.u. One-half term.

Immersion in the advertising development process and examination of the practice of advertising. Focuses on decisions regarding advertising objectives, copy selection, budget setting and media selection.

225. (MKTG793) Principles of Retailing. (C) Stephen Hoch. Prerequisite(s): MKTG 101. 0.5 c.u. One-half term.

This course explores the domain of retailing; marketing to the final consumer. Emphasis is placed on marketing aspects of retailing not covered in other courses: retail strategy, merchandising, vendor relations and location.

227. Digital Marketing and Electronic Commerce. (C) Bell. Prerequisite(s): MKTG101.

The effect of the Internet and related technologies on business and social institutions is more profound than that of any prior invention, including the printing press and the internal combustion engine. Furthermore, marketing plays a key role in shaping the modern consumption-led economies fueled by these technologies. MKTG 227 provides a research-based and framework-driven approach to understanding digital marketing and electronic commerce.

The course is organized around three sections and utilizes relevant theory, empirical analysis, and practical examples to develop the key learning points. Guests from the entrepreneur and investor communities participate, as appropriate. Part I presents the behavioral foundations for understanding electronic commerce, and covers the relevant phenomena and theory from economics, marketing, and related fields. Part II examines ecommerce business models and institutions including Internet retail, subscription commerce, curated commerce, and so on. Part III focuses on how digital marketing fosters ecommerce business growth. In particular, we survey, critique, and evaluate common digital marketing methods and tactics.

236. (LGST205, LGST805, MKTG760) Law of Marketing and Antitrust. (C) Constan. Prerequisite(s): MKTG 101.

See Legal Studies, LGST 205.

269. (MKTG669) Special Topics: Experiments for Business Decision Making. (C) Elea Feit. Prerequisite(s): MKTG101 or faculty permission is required; STAT 101, STAT 431, or equivalent is recommended.

In the past decade, massive shifts in how companies interact with their customers have suddenly made field experiments an economically feasible way to learn about a variety of business questions such as what types of promotions are most effective, what products should be stocked at a store, how e-mail promotions should be designed, how sales staff should be compensated, etc. Many marketers engaged in online retailing, direct-marketing, online advertising, media management, etc. are rapidly embracing a "test and learn" philosophy and a number of platforms such as Google Website Optimizer, have been developed to

facilitate rigorous field experiments in the online environment. Just as with the quality revolution in manufacturing during the 1980s and 1990s, the rapid rise of the "test and learn" philosophy in marketing has created a huge demand for those who can design, field, and analyze marketing experiments.

Through this course, you will learn and practice a wide range of critical skills, from the statistical methods used to design and analyze experiments to the management and strategy required to execute an experiment and act on the results. Although the cases and examples will focus on marketing problems, the material covered can be applied in a number of other domains particularly operations management and product design.

277. (MKTG777) Marketing Strategy. (C) Van den Bulte, Day. Prerequisite(s): MKTG 101. Lectures, discussions, cases.

This course views marketing as both a general management responsibility and an orientation of an organization that helps one to create, capture and sustain customer value. The focus is on the business unit and its network of channels, customer relationships, and alliances. Specifically, the course attempts to help develop knowledge and skills in the application of advanced marketing frameworks, concepts, and methods for making strategic choices at the business level.

278. (MKTG778) Strategic Brand Management. (C) Prerequisite(s): MKTG 101.

Which brands make you happy? Apple? Starbucks? The Daily Show? Google? What draws you into these brands? How do companies create compelling brand experiences? How could you cultivate a well-loved brand? This course explores such questions with the goal of identifying the ingredients for building an inspired brand, where brand is defined as "a sensibility" - departing from traditional perspectives of brand. The course is created for students interested in building their own brands and/or immersing themselves in the enhancement of an existing brand, and it is comprised of lectures, cases, guest speakers, discussions, in and out of class exercises, all of which culminate in a brand audit group project that students will present in the final class session. Broadly, the course will be divided into four parts: 1) Understanding Brand, 2) Crafting Brand, 3) Measuring Brand, and 4) Managing Brand. The course will provide students with an appreciation of the role of branding and (taking a consumer-centric approach) will augment students' ability to think creatively and critically about the strategies and tactics involved in building, leveraging, defending, and sustaining inspired brands.

288. Pricing Strategies. (C) Prerequisite(s): MKTG 101.

This course is designed to equip students with the concepts, techniques, and latest thinking on pricing issues, with an emphasis on ways in which to help a firm improve its pricing. The orientation of the course is about practice of pricing, not theory. We will focus on how firms can improve profitability through pricing, look at how firms set their prices and how to improve current practices to increase profitability. The first part of the course focuses on how to analyze costs, customers, and competitors in order to formulate proactive pricing strategies. The second part focuses on price promotions, price bundling, price discrimination, versioning, nonlinear pricing, pricing through a distribution channel, dynamic pricing, etc.

292. Creativity. (C) Schrift. Prerequisite(s): MKTG101.

The ability to solve problems creatively and generate change is a recognized standard of success and plays an important role in gaining a competitive advantage in many areas of business management. This course is designed to teach students several creative problem solving methodologies that complement other managerial tools acquired in undergraduate and graduate studies. The course offers students the opportunity to learn how to solve problems, identify opportunities, and generate those elusive ideas that potentially generate enormous benefits to organizations.

The objectives of this course are to enhance the student's (a) creativity (b) ability to innovate and (c) ability to identify, recruit, develop, manage, retain, and collaborate with creative people. The course includes: interaction with guest lecturers; a review of the literature on creativity, creative people, innovation, and design as well as the leadership and management of creative people and innovation; hands on learning of approaches for generating creative ideas; applications of creativity to selected management domains; and integration via individual assignments and a group project in which interdisciplinary teams of students generate a creative product, service, customer experience, business or strategy.

396. (MKTG896) Retail Merchandising. (M) Prerequisite(s): MKTG 101; MKTG 225. 0.5 c.u., One-half term.

This course provides a detailed introduction to the role of merchandising at various retailers, including apparel and other soft lines businesses, grocery stores, mass-merchandisers and "category killers". Selected topics may include product development, line planning, sourcing, product lifecycle, forecasting, planning and allocation, pricing and markdowns, and vendor relations.

399. (MKTG899) Independent Study. (C) Prerequisite(s): MKTG 212 and written permission of instructor and the department undergraduate advisor. Content arranged by project supervisor, 1.0 c.u.

476. (MKTG776, STAT476) Applied Probability Models for Marketing. (C) Fader. Prerequisite(s): A high comfort level with basic integral calculus and recent exposure to a formal course in probability and statistics such as STAT 430 is strongly recommended.

This course will expose students to the theoretical and empirical "building blocks" that will allow them to construct, estimate, and interpret powerful models of consumer behavior. Over the years, researchers and practitioners have used these models for a wide variety of applications, such as new product sales, forecasting, analyses of media usage, and targeted marketing programs. Other

disciplines have seen equally broad utilization of these techniques. The course will be entirely lecture-based with a strong emphasis on real-time problem solving. Most sessions will feature sophisticated numerical investigations using Microsoft Excel. Much of the material is highly technical.

611. Marketing Management. (A) Staff. Prerequisite(s): None.

This course addresses how to design and implement the best combination of marketing efforts to carry out a firm's strategy in its target markets. Specifically, this course seeks to develop the student's (1) understanding of how the firm can benefit by creating and delivering value to its customers, and stakeholders, and (2) skills in applying the analytical concepts and tools of marketing to such decisions as segmentation and targeting, branding, pricing, distribution, and promotion. The course uses lectures and case discussions, case write-ups, student presentations, and a comprehensive final examination to achieve these objectives.

612. Dynamic Marketing Strategy. (C) Meyer, Reibstein, Bradlow. Prerequisite(s): MKTG611. One half term. 0.5 cu.

Building upon Marketing 611, the goal of this course is to develop skills in formulating and implementing marketing strategies for brands and businesses. The course will focus on issues such as the selection of which businesses and segments to compete in, how to allocate resources across businesses, segments, and elements of the marketing mix, as well as other significant strategic issues facing today's managers in a dynamic competitive environment.

A central theme of the course is that the answer to these strategic problems varies over time depending on the stage of the product life cycle at which marketing decisions are being made. As such, the PLC serves as the central organizing vehicle of the course. We will explore such issues as how to design optimal strategies for the launch of new products and services that arise during the introductory phase, how to maximize the acceleration of revenue during the growth phase, how to sustain and extend profitability during the mature phase, and how to manage a business during the inevitable decline phase.

613. Strategic Marketing Simulation. (C) Meyer, Bradlow, Reibstein. Prerequisite(s): MKTG 611. 0.5 cu.

Building upon Marketing 611, Marketing 613 is an intensive immersion course designed to develop skills in formulating and implementing marketing strategies for brands and businesses. The central activity will be participation in a realistic integrative product management simulation named SABRE. In SABRE, students will form management teams that oversee all critical aspects of modern product management: the design and marketing of new products, advertising budgeting and design, sales force sizing and allocation, and production planning. As in the real world, teams will compete for profitability, and the success that each team has in achieving this goal will be a major driver of the class assessment.

The SABRE simulation is used to convey the two foci of learning in the course: the changing nature of strategic problems and their optimal solutions as industries progress through the product life cycle, and exposure to the latest analytic tools for solving these problems. Specifically, SABRE management teams will receive training in both how to make optimal use of marketing research information to reduce uncertainty in product design and positioning, as well as decision support models to guide resource allocation.

621. Marketing Management: Program Design. Prerequisite(s): None. Lectures, case analyses, class discussions and final exam. NOTE: This course is only be offered in the Wharton Executive MBA program.

This course addresses how to design and implement the best combination of marketing efforts to carry out a firm's strategy in its target markets. Specifically, this course seeks to develop the student's (1) understanding of how the firm can benefit by creating and delivering value to its customers and stakeholders, and (2) skills in applying the analytical concepts and tools of marketing to such decisions as segmentation and targeting, branding, pricing, distribution, and promotion. The course uses lectures and case discussions, case write-ups, student presentations, and a comprehensive final examination to achieve these objectives.

622. Marketing Management: Strategy. Prerequisite(s): MKTG 621. Computer simulation, case studies, lectures and assigned readings. Note: This course is only offered in the Wharton Executive MBA program.

In common with Marketing 621, the primary objective of this course is to introduce you to the concepts and theories underlying marketing decision making. Marketing 622 builds upon Marketing 611 with a stronger emphasis on the strategic considerations that drive and integrate the mix. Principal topics include resource allocation, market entry/exit decisions, and competitive analysis. In addition to a mix of cases and lectures, the course relies on a comprehensive computer simulation game that helps highlight these issues and provides the class with a rich set of realistic examples for discussion and analysis. This game allows students to appreciate the real power and value of marketing concepts, develop a disciplined approach to the analysis of marketing situations, and to further enhance their abilities to communicate and interact with peers in solving problems.

669. (MKTG269) Special Topics: Experiments for Business Decision Making. (C) Elea Feit. Prerequisite(s): MKTG 611 or 621 required; STAT 431 or equivalent and MKTG756 recommended but not required.

In the past decade, massive shifts in how companies interact with their customers have suddenly made field experiments an economically feasible way to learn about a variety of business questions such as what types of promotions are most effective, what products should be stocked at a store, how e-mail promotions should be designed, how sales staff should be compensated, etc. Many marketers engaged in online retailing, direct-marketing, online advertising, media management, etc. are rapidly embracing a "test and learn" philosophy and a number of platforms such as Google Website Optimizer, have been developed to facilitate rigorous field experiments in the online environment. Just as with the quality revolution in manufacturing during the

1980s and 1990s, the rapid rise of the "test and learn" philosophy in marketing has created a huge demand for those who can design, field, and analyze marketing experiments.

Through this course, you will learn and practice a wide range of critical skills, from the statistical methods used to design and analyze experiments to the management and strategy required to execute an experiment and act on the results. Although the cases and examples will focus on marketing problems, the material covered can be applied in a number of other domains particularly operations management and product design.

753. (MKTG221) New Product Management. (C) Prerequisite(s): MKTG 611 or 621. Format: Lectures, cases, simulations, class discussions, and guest speakers.

The development of new products (goods or services) is an intensively cross-functional process. This course examines that process from the marketing perspective and identifies the key points of contact with operations, finance, organizational policy, and strategic planning. Thus, this course is very much concerned with ideas and how to select the best ideas and make them a reality. The main objectives of the course are (1) to familiarize students with the strategies, frameworks, conceptual tools, and types of marketing research that are considered best practices in the development of new products and (2) to give students the opportunity to apply some of these ideas and methods in the evaluation of a specific product concept, customizing the learning experience to their own needs and interests.

754. (MKTG222) Pricing Policy. (C) Raju, Zhang. Prerequisite(s): Completion of MKTG 611 or 621; MKTG 612, 613 or 622 concurrently; OPIM 621 and STAT 621 are recommended. Format: Lecture and discussion.

The course provides a systematic presentation of the factors to be considered when setting price, and shows how pricing alternatives are developed. Analytical methods are developed and new approaches are explored for solving pricing decisions.

755. Advertising Management. (C) Malcolm. Prerequisite(s): Completion of MKTG 611 or 621; MKTG 612, 613 or 622 concurrently. Format: Class discussion, cases, and presentation centered around the core subjects of the advertising development process.

The primary objective of this course is to provide the students with an opportunity to learn and apply the core theories, strategies, principles and practices of effective advertising management. The course utilizes theory, marketing and communications research, and significant management experience that are relevant to the design, evaluation and management of advertising. The specific topics covered in the course include consumer segmentation and target selection, consumer motivation and insight, developing a powerful communications strategy and advertising idea, evaluating and optimizing advertising execution, and developing a targeted and effective consumer connections and media plan.

756. (MKTG212) Marketing Research. (C) Shen, Zauberman, Iyengar. Prerequisite(s): MKTG 611 or 621; MKTG 612, 613 or 622 concurrently; STAT 613 or 621 strongly recommended. Format: Lecture, discussion, and cases.

The objective of the course is to provide a rigorous experience in marketing research methods. The course is aimed at the manager, who is the ultimate user of the research and is responsible for determining the major scope and direction of research activities. Techniques of data collection, evaluation of alternative sources of information, and methods of evaluating data and presenting the results are covered. The course should help managers recognize the role of systematic information gathering and analysis in making marketing decisions. The course also deals with how to define information needs; the use of test marketing procedures; forms of analysis applicable to marketing research information; and the role of models in decision making.

760. (LGST205, LGST805, MKTG236) Law of Marketing and Antitrust. (M)

See Legal Studies, LGST 805.

773. (MKTG211) Customer Behavior. (C) Reed, Kahn, Small. Prerequisite(s): Completion of MKTG 611 or 621 and MKTG 612, 613 or 622. Format: Lectures and discussion, case analyses, presentations.

Marketing begins and ends with the customer, from determining customers' needs and wants to providing customer satisfaction and maintaining customer relationships. This course examines the basic concepts and principles in customer behavior with the goal of understanding how these ideas can be used in marketing decision making. The class will consist of a mix of lectures, discussions, cases, assignments, project work and exams. Topics covered include customer psychological processes (e.g., motivation, perception, attitudes, decision-making) and their impact on marketing (e.g., segmentation, branding, customer satisfaction). The goal is to provide you with a set of approaches and concepts to consider when faced with a decision involving understanding customer responses to marketing actions.

775. Managing Customer Value. (C) Fader. Prerequisite(s): None. Format: Lecture and discussion.

As the concept of CRM becomes common parlance for every marketing executive, it is useful to take a step back to better understand the various different behaviors that underlie the development of successful CRM systems. These "behaviors" include customer-level decisions, firm actions, and the delicate but complex interplay between the two. Accordingly this course is comprised of four main modules.

We start with the discussion of customer profitability - focusing on the concepts of "customer lifetime value" and "customer equity". We will examine how to measure long-run customer profitability in both business-to-customer and business-to-business

environments, and the uses of these measures as major components assessing overall firm valuation. Second, we move to the value that the firm provides to its customers - better understanding the true nature of customer satisfaction and its non-trivial relationship with firm profitability. Third, we examine each of the three main components of the firm's management of its customer base: customer acquisition, development, and retention - and the complex resource allocation task that must be balanced across them. Finally, we conclude with a discussion of various tactical and organizational aspects of customer relationship management.

776. (MKTG476, STAT476) Applied Probability Models in Marketing. (C) Fader. Prerequisite(s): Students must have a high comfort level with basic integral calculus, and recent exposure to a formal course in probability and statistics is strongly recommended. Format: Lecture, real-time problem solving.

This course will expose students to the theoretical and empirical "building blocks" that will allow them to develop and implement powerful models of customer behavior. Over the years, researchers and practitioners have used these methods for a wide variety of applications, such as new product sales forecasting, analyses of media usage, customer valuation, and targeted marketing programs. These same techniques are also very useful for other types of business (and non-business) problems. The course will be entirely lecture-based with a strong emphasis on real-time problem solving. Most sessions will feature sophisticated numerical investigations using Microsoft Excel. Much of the material is highly technical.

777. (MKTG277) Marketing Strategy. (C) Prerequisite(s): Completion of MKTG 611 or 621 and MKTG 612 or 613 or 622. Format varies by instructor. Typically: case, lecture, group projects and class discussion. See syllabus.

This course views marketing as both a general management responsibility and an orientation of an organization that helps one to create, capture and sustain customer value. The focus is on the business unit and its network of channels, customer relationships, and alliances. Specifically, the course attempts to help develop knowledge and skills in the application of advanced marketing frameworks, concepts, and methods for making strategic choices at the business level.

778. (MKTG278) Strategic Brand Management. (C) Prerequisite(s): MKTG 611 or 621 and MKTG 612, 613 or 622. Format: Lectures, cases, discussions, exercises, and a group project.

Which brands make you happy? Apple? Starbucks? The Daily Show? Google? What draws you into these brands? How do companies create compelling brand experiences? How could you cultivate a brand that makes consumers happy? well-loved brand? This course explores such questions with the goal of identifying the ingredients for building an inspired brand, where brand is defined as "a sensibility" - departing from traditional perspectives of brand. The course is created for students interested in building their own brands and/or immersing themselves in the enhancement of an existing brand, and it is comprised of lectures, cases, guest speakers, discussions, in and out of class exercises, all of which culminate in a brand audit group project that students will present in the final class session. Broadly, the course will be divided into four parts: 1) Understanding Brand, 2) Crafting Brand, 3) Measuring Brand, and 4) Managing Brand. The course will provide students with an appreciation of the role of branding and (taking a consumer-centric approach) will augment students' ability to think creatively and critically about the strategies and tactics involved in building, leveraging, defending, and sustaining inspired brands.

784. Digital Marketing and Electronic Commerce. (C) Bell. Prerequisite(s): Completion of MKTG 611 or 621 and MKTG 612, 613 or 622.

The effect of the internet and related technologies on business and social institutions is more profound than that of any prior invention, including the printing press and the internal combustion engine. Furthermore, marketing plays a key role in shaping the modern consumption-led economies fueled by these technologies. MKTG784 provides a research-based and framework-driven approach to understanding digital marketing and electronic commerce.

The course is organized around three sections and utilizes relevant theory, empirical analysis, and practical examples to develop the key learning points. Guests from the entrepreneur and investor communities participate, as appropriate. Part I presents the behavioral foundations for understanding electronic commerce, and covers the relevant phenomena and theory from economics, marketing, and related fields. Part II examines ecommerce business models and institutions including Internet retail, subscription commerce, curated commerce, and so on. Part III focuses on how digital marketing fosters ecommerce business growth. In particular, we survey, critique, and evaluate common digital marketing methods and tactics.

793. (MKTG225) Retailing. (A) Hoch. Prerequisite(s): MKTG 611 or 621 and MKTG 622, 613 or 622; or permission of instructor. Format: Lecture and discussion, case analyses, and guest speakers.

This course provides an interdisciplinary overview of the retailing industry. Primary focus will be on the customer facing activities of retailers, including assortment planning, private-label development and the management of in-store operations, and the back-door activities (forecasting and supply chain management) that support customer interaction. In addition, current issues facing retailers, such as customer relationship management, industry consolidation and supplier relations, will be explored. The course will also survey topics in finance, operations, information technology and real estate as they relate to retail.

SM 890. (OPIM890) Advanced Study Project (ASP). (C) Prerequisite(s): For GCP Advanced Study Projects: Acceptance to this course is by application only. Students must apply and be interviewed in September for spring participation. Do not bid for seats in the MBA Auction. Visit www.whartongcp.org. Individual group meetings with the instructor.

The principal objectives of this course are to provide opportunities for undertaking an in-depth study of a marketing problem and to develop the students' skills in evaluating research and designing marketing strategies for a variety of management situations. Selected projects can touch on any aspect of marketing as long as this entails the elements of problem structuring, data collection, data analysis, and report preparation. The course entails a considerable amount of independent work. (Strict library-type research is not appropriate) Class sessions are used to monitor progress on the project and provide suggestions for the research design and data analysis. The last portion of the course often includes an oral presentation by each group to the rest of the class and project sponsors. Along with marketing, the projects integrate other elements of management such as finance, production, research and development, and human resources.

892. Creativity. (C) Schrift. Prerequisite(s): None. Format: Lecture, class discussion, guest speakers.

The objective of this course is to enhance the students' creativity, ability to innovate, and ability to identify, recruit, develop, manage, retain, and collaborate with creative people. The course includes: (1) Interaction with creative guest lecturers from diverse fields; (2) A review of the literature on creativity, creative people, innovation, and design as well as the leadership and management of creative people and innovation; (3) Hands on learning of approaches for generating creative new products/services and business ideas; and (4) Applications of creativity tools to selected management domains. Approaches to the generation of creative options are not limited to the development of products and services or businesses, but can be applied to all areas of management, business, and life. The purpose of these sessions is to explore the applications of creative approaches to marketing, advertising, cost reduction efforts, M&A and strategic alliances, organizational design, and management challenges. Given the current global financial crisis and economic recession, much of the applications are going to focus on what corporations (and public policy decision makers) should do to creatively address their challenges.

(5) Integration - Both via individual assignments and a group project in which interdisciplinary teams of students generate a creative project/ service/ business/ strategy.

896. (MKTG396) Retail Merchandising. Prerequisite(s): MKTG 611 or 621; or MKTG 793. Format: Lecture, discussion.

This course provides a detailed introduction to the role of merchandising at various retailers, including apparel and other soft lines businesses, grocery stores, mass-merchandisers and "category killers". Selected topics may include product development, line planning, sourcing, product life cycle, forecasting, planning and allocation, pricing and markdowns, and vendor relations.

899. (MKTG399) Independent Study. (C) Prerequisite(s): MKTG 611 or 621; and MKTG 612, 613 or 622; and the written permission of instructor and the department MBA faculty advisor.

A student contemplating an independent study project must first find a faculty member who agrees to supervise and approve the student's written proposal as an independent study (MKTG 899). If a student wishes the proposed work to be used to meet the ASP requirement, he/she should then submit the approved proposal to the MBA adviser who will determine if it is an appropriate substitute. Such substitutions will only be approved prior to the beginning of the semester.

SM 960. Judgment and Decision Making Perspectives on Consumer Behavior. (J) PhD Course. Alternates with MKTG963. Offered every other year.

The purpose of this course is to provide a solid foundation for critical thinking and research on the judgment, decision-making and choice aspects of consumer behavior. There is a focus on how people process information when making judgments and choices and how the processes of judgment and choice might be improved. Topics of discussion include rationality, judgment under uncertainty, judgment heuristics and biases, risk taking, dealing with conflicting values, framing effects, prospect theory, inter-temporal choice, preference formation, and the psychology of utility. The focus will be on the individual decision-maker, although the topics will also have some applicability to group and organizational decision-making and behavioral research methodologies.

SM 964. Empirical Models in Marketing. (J) PhD Course. Alternates with MKTG961. Offered every other year.

This course is designed to generate awareness and appreciation of the way several substantive topics in marketing have been studied empirically using quantitative models. This seminar reviews empirical models of marketing phenomena including consumer choice, adoption of new products, sales response to marketing mix elements, and competitive interaction. Applies methods and concepts developed in econometrics and statistics but focuses on substantive issues of model structure and interpretation, rather than on estimation techniques. Ultimately, the goals are a) to prepare students to read and understand the literature and b) to stimulate new research interests. By the end of the course, students should be familiar with the key issues and approaches in empirical marketing modeling.

966. Measurement and Data Analysis in Marketing. (B) PhD Course.

In this course we consider models for binary, count, and continuous data including contingency table models, logistic and probit regression, ANOVA, ANCOVA, conjoint analysis, and OLS. In addition we cover multidimensional techniques such as MDS, cluster analysis, principal components analysis, factor analysis, and discriminant analysis. We utilize the statistics package SPlus 2000, and also BUGS for implementing many of the techniques described in a Bayesian manner.

SM 967. Research Methods in Marketing. (A) PhD Course.

This course provides an introduction to the fundamental methodological issues that arise in experimental and quasi-experimental research. Illustrative examples are drawn from the behavioral sciences with a focus on the behavior of consumers and managers. Topics that are covered include: the development of research ideas; data collection and reliable measurement procedures; threats to validity; control procedures and experimental designs; and data analysis. Emphasis is placed on attaining a working knowledge of the use of regression methods for non-experimental and quasi-experimental data and analysis of variance methods for experimental data. The primary deliverable for this course is a meta-analysis of a research problem of the students choosing that investigates the effects of research methods on empirical results.

SM 968. Advanced Topics in Marketing Research. (C) PhD Course. Offered alternate weeks from (MKTG 969)
Advanced Topics in Consumer Behavior.

This course is taught collectively by the faculty members from the Marketing Department. It is designed to expose advanced Ph.D. students (2nd year and up) to the cutting-edge research in marketing models in order to help them to define and advance their research interests (an equivalent course is also offered on behavior research). This course will offer: in-depth discussions on some important topics in marketing by experts in respective areas; tools, and methodologies required for conducting research in those areas; broad exposure to our faculty members and their proven research styles.

SM 969. Advanced Topics in Consumer Behavior. (C) PhD Course. Offered alternate weeks from (MKTG968)
Advanced Topics in Marketing Research.

The purpose of this course is to investigate advanced topics in consumer behavior. This class will be organized in a way that allows you to 1) gain depth in important areas of consumer behavior research identified by faculty; 2) gain exposure to various faculty in marketing and their research values and styles; and 3) develop and advance your own research interests.

995. Dissertation. (C)

999. Supervised Independent Study. (C) Ph.D. course.

Requires written permission of instructor and the department graduate adviser.