



Course Title: Graduate Seminar in Marketing Strategy

Course number	
Time and Location	<ul style="list-style-type: none">• 20.4., 9:00-11:00: Kick-off meeting• 18.5., 9:00-19:00: Presentation and discussion of assignments• 2.6., 9:00-19:00: Presentation and discussion of own research idea and corresponding research design
Credit Points	6 ECTS
Type of course	<ul style="list-style-type: none">• „Fachspezifische Kurse“ (doctoral students)• „Research in Marketing“ (Research Track)“ (PO 2015, master students)

1. Objectives

This Ph.D. marketing strategy seminar is intended to be an introduction to the substantive literature in marketing. In a nutshell, marketing strategy deals with marketing related questions where the dependent variable is some sort of ‘performance’ metric (e.g. market share, click rate, customer acquisition rate, etc.). You will find that marketing strategy is quite interdisciplinary and as such, you will be exposed to readings from economics, sociology, psychology, and the organizational sciences in addition to the marketing literature. Also marketing strategy research occurs at many interesting levels of analysis, including the individual, dyad, firm, inter-organizational, and industry level. You will be exposed to a variety of research designs and techniques, including surveys, experiments, quasi-experiments, qualitative and secondary data.

Besides getting to know certain substantive domains in marketing strategy, the course will also emphasize the “how to” of generating ideas, evaluating their research potential, crafting an approach to operationalize the ideas, executing a research plan, writing up and presenting the research for maximal impact, and pursuing the research through the review process and into publication form.

Substantively (and depending on the number of students in this course), we will delve into the following substantive topics:





- Social Media strategy
- Advertising (content)
- Dynamic (and differentiated) pricing
- Customer acquisition strategy
- Customer retention/winback strategy
- Online buying behavior
- Sales force strategy and management (B-to-B)
- Services and solution strategies (B-to-B)

In the first session, each student will be assigned to one specific topic. Furthermore, I will highlight what is going to be expected for the course assignments.

For the 2nd class, each student will survey the relevant research in the top marketing journals with respect to the assigned topic and eventually analyze and present three papers at the 2nd class meeting. The purpose is to develop an ability to **professionally critique scholarly articles** that appear in the field's leading journals. Our goal will be to go beyond the detection of strengths and weaknesses to consider how each work could have been improved and, in some cases, approached in a different but more insightful manner. In addition, the student is expected to map out and structure the various research issues for the chosen topic (as covered by the literature).

For the third class, each student is expected to independently generate a detailed 5-page **proposal for an original research project** for the assigned topic. This will be presented and defended in class. The proposal outlines a novel, researchable idea based on your readings on the topic and individual interests. The purpose and intent of this exercise is to provide you an opportunity to develop a researchable idea that could be added to your portfolio of research projects. In other words, try to identify an idea that you would / could actually execute, not just something to fill a 5-page requirement. Additionally, the purpose of this exercise is to aid you in constructing a game plan and strategy for a high quality paper/manuscript worthy of publication.

2. Prerequisites

Students should have a reasonably solid foundation in statistics/econometrics and be familiar with multivariate data analysis.

3. Max. number of participants

The course is open to all doctoral students of the Faculty of Management, Economics and Social Sciences as well as to master students who have a strong interest in empirical research – PO 2015, module “Research in Marketing”. The course is limited to a maximum number of 8 students in total (4 doctoral students and 4 master students (PO 2015)).



4. Language of instruction

English

5. Registration

Students who want to attend this course need to register.

Doctoral students: The deadline for registration is April 12, 2021.

Please send an email to Patrizia Goltz (Goltz@wiso.uni-koeln.de) which should inform about:

- your name
- your contact email address
- whether you are a CGS doctoral student or a doctoral student of the Faculty of Management, Economics and Social Sciences or a master student
- the supervisor of your doctoral thesis and topic
- very briefly your experience in statistics/econometrics and empirical research

Master students (PO 2015): You need to register via KLIPS 2.0 within the second “Belegungsphase” 05. März 2021 – 24. März 2021 (<https://klips2-support.uni-koeln.de/klips-20-support/aktuelles-termine/news-einzelanzeige-klips-20/terminplan-klips-20-fuer-das-sommersemester-2021>). In addition, please send an email to Patrizia Goltz (Goltz@wiso.uni-koeln.de) which should inform about:

- your name
- your contact email address
- your specialisation/major
- very briefly your background in statistics/econometrics and empirical research

6. Working requirements and assessment method

The course is eligible for 6 ECTS. The grade will be based on the following aspects:

- Development and presentation of research topic in class (33%)
- Development and presentation of a new empirical research idea (33%)
- Class participation, in particular *quality* of participation (33%)

7. Instructor

- Prof. Dr. Werner Reinartz (Department of Retailing and Customer Management)



8. Coordination/Contact

Patrizia Goltz (Goltz@wiso.uni-koeln.de), Department of Retailing and Customer Management.

9. General Readings

Janiszewski, Labroo, and Rucker (2016), „A Tutorial in Consumer Research“. *Journal of Consumer Research*, 43.

Lehmann, Donald R., Leigh McAlister, and Richard Staelin (2011), “Sophistication in Research in Marketing,” *Journal of Marketing*, 75 (4), 155-165.

Reinartz, W. (2016): “Crafting a JMR Manuscript”, *Journal of Marketing Research*, 53 (1), pp. 139-141.

Wiegand, Nico, Maren Becker, Monika Imschloss, and Werner Reinartz, (2021) „The Managerial Relevance of Marketing Research“, *SSRN working paper* 3553184.
https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3553184

Harald J. van Heerde, Christine Moorman, C. Page Moreau, Robert W. Palmatier (2021), “Reality Check: Infusing Ecological Value into Academic Marketing Research”, *Journal of Marketing*, 85 (2), 1-13.

