CONTEMPORARY ISSUES IN MARKETING STRATEGY

DOCTORAL SEMINAR (6 ECTS)

FACULTY OF ECONOMICS, University of Ljubljana

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SEMINAR INSTRUCTORS

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SEMINAR OBJECTIVES

The marketing field is changing rapidly. Important new themes, such as creative strategic thinking and innovativeness; calls for marketing accountability and sustainable marketing strategies; two dimensional approach to branding are getting attention. In this course the aim is to discuss contemporary issues and theoretical developments within the scientific marketing literature. The purpose of the course is to provide doctoral students with a broad exposure to the marketing strategy literature and with a working knowledge of the important substantive topics and conceptual ideas of contemporary marketing strategy research. The course should help you critically analyze new ideas and relate these ideas to your own research interests.

The course is divided into three general themes:
(1) Creative marketing strategy,
(2) Marketing accountability and sustainable marketing strategies,
(3) Branding strategy

The course will consist of both short lectures and discussions of scientific assigned articles from leading marketing journals. The main aim is to critically review, reflect and discuss a set of key readings within a topical area of marketing. During the lectures, there will be a variety of assignments and workgroup breaks. You are asked to read the articles up-front in order to get more vivid class discussions.
SEMINAR REQUIREMENT AND GRADING

CLASS PARTICIPATION
We expect that you read each article carefully and consider its merits, limitations, and how it relates to the other articles that we are covering on a given day. Students who fail to be fully prepared on a regular basis contribute little to the collective learning that is essential to a good doctoral seminar. So, be prepared! Anything less is unacceptable.

Class participation will account for 30% of your total grade (average across the three instructors).

For passing exam, at least 5 out of 6 class participations are essential. In order you miss 1 session, you should inform the class instructor at least a day before, while you need to prepare relevant documents in time also in this case.

ARTICLE REVIEWS
Each student will review one article for each session. This review should be approximately *three pages* in length and contain the following elements:

1) Title, Author, Year, and Journal
2) Key Research Question
3) Theory
4) Method (i.e., participants, procedure, measures, analysis)
5) Key Findings
6) Contribution
7) Limitations
8) Idea(s) for extending or enriching this article

Your review is due at the beginning of each session and will serve as a guide for our article discussion. The most important portion of the review is the last part (i.e., your ideas for extending and enriching this article with clear explanation for future research). E-mail a copy of your review to first commentator two days before seminar. Make a 10 minutes presentation in the class. The quality of your article reviews will account for 60% of your total grade (10% for each article review).

FIRST COMMENTATOR
As a first commentator for one article in each session, you are supposed to read the article and a review and to make a comment on a review. A comment should be one page in length and should include brief explanation of the quality of a review, with the stress on discussion about the proposed ideas for extending or enriching the article. Your role as a first commentator (written comment as well as oral presentation) will account for 10% (average across the three instructors) of your total grade.
SESSION 1: Foundation of marketing strategy + Creative strategic thinking and innovation (1st part)

FOUNDATIONS OF MARKETING STRATEGY (INSTITUTIONAL VIEW)

Required

Supplemental

CREATIVE STRATEGIC THINKING AND INNOVATION: (INSTITUTIONAL VS. MANAGERIAL VIEW)

Required
Supplemental


SESSION 2: Creative strategic thinking and innovation (2nd part) + Customer creativity and marketing strategy

CUSTOMER CREATIVITY AND MARKETING STRATEGY:
(INSTITUTIONAL/MANAGERIAL VS. CUSTOMER/CROWDSOURCING VIEW)

Required
Chan, Kimmy Wa, Chi Kin (Bennett) Yim, and Simon S.K. Lam (2010), Is Customer Participation in Value Creation a Double-Edged Sword? Evidence from Professional Financial Services Across Cultures,” Journal of Marketing, 74 (May), 48-64.

Supplemental
SESSION 3: Marketing accountability

Required

Supplemental
Srinivasan, Shuba and Dominique M. Hanssens (2009), Marketing and Firm Value: Metrics, Methods, Findings, and Future Directions, Journal of Marketing Research, 46 (June), 293-312.
SESSION 4: Sustainable marketing strategies

**Required**

**Supplemental**
SESSION 5: Understanding brands and measuring brand equity

UNDERSTANDING BRANDS

Required

Supplemental

MEASURING BRAND EQUITY

Required

Supplemental
SESSION 6: Developing and implementing brand identity

DEVELOPING BRAND IDENTITY

Required


Supplemental


IMPLEMENTING BRAND IDENTITY

Required


Supplemental


