

COURSE OUTLINE - MKTG 7800 (FALL 2004)
DOCTORAL PROSEMINAR IN MARKETING
(Dr. Chakravarti)

A. GENERAL INFORMATION

Instructor: Dipankar Chakravarti
Office/Phone/E-Mail: BUS 412; 492-1311; Dipankar.Chakravarti@Colorado.Edu
Web Page Address: <http://www-bus.colorado.edu/faculty/chakravarti/Home.html>
Office Hours: F: 12.00 noon – 2.00 p.m. or by appointment.
Class Meetings: F, 9.00 a.m. – 12.00 noon, LSB 207 unless otherwise noted.
Pre-requisites: Marketing doctoral program admission or consent of instructor
Teaching Assistant: Qiuping.Li; Qiuping.Li@Colorado.Edu

B. COURSE MATERIAL

There is no prescribed text for this course. Readings will be assigned separately as noted in the syllabus. Students are responsible for obtaining the assigned and background reading material and should contact the instructor if they need access to source material.

C. COURSE OBJECTIVES

This course is designed to provide marketing doctoral students with an orientation to current research in the field of marketing. The primary course objectives are to:

- (1) familiarize students with the key organizations and institutions that influence, shape and facilitate academic research in marketing;
- (2) enable students to recognize the breadth and depth of training in marketing and the source disciplines that underlie and enable significant research contributions in the field;
- (3) provide students with exposure to representative samples of significant research streams, current issues and research priorities in the marketing field; and
- (4) introduce entering doctoral students to the research interests of the CU-Boulder marketing division faculty.

D. COURSE MECHANICS

The course will involve the following activities:

- (1) Class discussion designed to orient incoming doctoral students to the institutional features of the marketing field;
- (2) Class discussion of a sample of current research papers to illustrate significant research streams and current research issues in the field;
- (3) Research presentations by marketing division faculty as available;
- (4) Research presentations by visiting faculty and faculty candidates scheduled as part of the division's research seminar activities.

E. GRADING

The course grade will be determined based on three sets of assignments: (a) quality of contributions to class discussion, (b) critiques and summaries of papers and presentations; and (c) a written research proposal on a topic of the student's choice. The assigned weights are:

| | |
|---|-----|
| Class participation and contributions: | 30% |
| Paper/Presentation Critiques/Summaries: | 30% |
| Research proposal write-up | 40% |

F. ACADEMIC INTEGRITY AND OTHER MANAGEMENT ISSUES

You are governed by the CU-Boulder code of academic integrity in this course. Attendance and participation in all presentations is mandatory. Should you have conflicts that prevent attending a seminar, please clarify the situation with the instructor. Note special meeting times and places in bold for selected presentations. Please watch for updated announcements as some dates and titles are subject to change. Please ensure that you have carefully read the circulated background paper(s) prior to each presentation.

G. TENTATIVE CLASS SCHEDULES AND ASSIGNMENTS

08/27 F

Activity 1: Introduction and Course Overview (DC)
Activity 2: Presentation: Professor Yuxin Chen (New York University)
Reading: "Chen, Yuxin and Joel Steckel (2004), "Modelling Credit Card 'Share of Wallet': Solving the Incomplete Information Problem." Working paper.

09/03 F

Activity 1: Introduction and Orientation to the Field (DC)
Activity 2: Reading Research Papers (Handout) (DC)

09/10 F

Activity 1: Reading Research Papers (Contd.) (DC)
Activity 2: Speaker: Professor Donald Lichtenstein
Reading: "Brooks, Charles M., Patrick J. Kaufman and Donald R. Lichtenstein (2004), "Travel Configuration on Consumer Trip-Chained Store Choice." *Journal of Consumer Research*, 31, 2, in press.

09/17 F

Activity 1: Speaker: Professor Page Moreau
Reading: Moreau, C. Page and Darren W. Dahl (2004), "Designing the Solution: The Impact of Constraints on Consumers' Creativity." Working Paper.
Activity 2: Writing Research Proposals (Handout) (DC)

09/24 F

Activity 1: Speaker: Professor Meg Campbell
Reading: Campbell, Margaret C. (1999), "Perceptions of Price Unfairness: Antecedents and Consequences." *Journal of Marketing Research*, 36, 2, 187-199.
Activity 2: MSI Research Priorities 2000-2002; 2002-2004 (Handouts) (DC)

10/01 F

Activity 1:

Speaker: Professor Susan Jung Grant

Readings:

Higgins, E. Tory (1997), "Beyond Pleasure and Pain." *American Psychologist*, 52, 12, 1280-1300.
Lieberman, Nira, Lorraine Chen Idson, Christopher J. Camacho and E. Tory Higgins (1999),
"Promotion and Prevention Choices Between Stability and Change." *Journal of Personality and Social Psychology*, 77, 6, 1135-1145.

Jung Grant, Susan and Ying Xie (2004) "The Role of Regulatory Goal Focus in Individual Investment Response." Working Paper.

Activity 2:

MSI Research Priorities 2000-2002; 2002-2004 (Handouts) (DC)

AMA Doctoral Consortium Programs 1977, 1986, 1996, 2003, 2004 (Handouts) (DC)

10/08 F

Activity 1:

Speaker: Professor Chuan He

Readings:

Narasimhan, Chakravarthi, et al. (2004), "Incorporating Behavioral Anomalies in Strategic Models." Working paper.

He, Chuan, Johan Marklund and Thomas Vossen (2004), Information Sharing in A Strategic Distribution Channel." Working paper.

10/15 F

Activity 1:

Speaker: Professor Lisa Penaloza

Readings:

Penaloza, Lisa (2004), "Generations: Mexican Americans on Cultural Identity, Memory, and the Market." Text and Video.

Penaloza, Lisa (1994) "ALTRAVESANDO Fronteras/Border Crossings: A Critical Ethnographic Exploration of the Consumer Acculturation of Mexican Americans." *Journal of Consumer Research*, 21, 1, 32-54

Consumer

Penaloza, Lisa and Mary C. Gilly (1999) "Marketer Acculturation: The Changer and the Changed." *Journal of Consumer Marketing*, 63, 84-104

Penaloza, Lisa (1994) "Multiculturalism in the New World Order." 87-107.

10/22 F

Activity 1:

Review and Discussion of Kornish paper.

Activity 2:

Speaker: Professor Laura Kornish (Duke University)

Readings:

Kornish, Laura J., Ralph L. Keeney and Jonathan B. Wiener (2004), "Trend Tracking with a Production Deadline." Working paper.

10/29 F

Activity 1:

Empirical Modeling Perspectives (DC)

Readings:

Rust, Roland T., Christine Moorman and Peter R. Dickson (2002), "Getting Return on Quality: Revenue Expansion, Cost Reduction or Both?" *Journal of Marketing*, 66, 4, 7-24.

Rossi Peter E. and Greg M. Allenby (2003), "Bayesian Statistics and Marketing." *Marketing Science*, 22, 3, 204-328.

11/05 F

Activity 1:

Speaker: Professor Dipankar Chakravarti

Readings:

Srivastava, Joydeep and Dipankar Chakravarti (2004), "Channel Negotiations Under Asymmetric Information: Influence of Explicit Communication and Trustworthiness Reputations. Working paper.

paper.

Cheema, Amar, Dipankar Chakravarti and Atanu Sinha (2004), "Outcome Contingent Regret in Ascending and Descending Auctions." Working paper.

11/12 F

Activity 1: Speaker: Professor Pete McGraw

Reading: McGraw, A. Peter and Philip E. Tetlock (2005), "Taboo Trade-offs, Relational Framing and the Accessibility of Exchanges." *Journal of Consumer Psychology*, in press.

Activity 2: Speaker: Professor Gary McClelland (Psychology)

Reading: McClelland, G. (2004), "Do Fast and Frugal Judgment Heuristics Apply to Choice?" Working Paper.

11/19 F

Activity 1: Speaker: Professor Paul Herr

Reading: Herr, Paul M. and Christine Page (2004), "Asymmetric Association of Liking and Disliking Judgments: So What's Not to Like?" *Journal of Consumer Research*, 30, 4, 588-601.

Activity 2: Doctoral Program Milestones (DC)

- Research Assistantships
- The Hart Fellowship
- Research Collaborations with Faculty

11/26 F

No class. Thanksgiving Break

12/03 F

(Class will be re-scheduled)

Activity 1: Doctoral Program Milestones (DC)

- Summer Research Paper
- Conference submissions
- Comprehensive Examinations
- The Dissertation Proposal (Competitions)
- The Doctoral Dissertation Process

Activity 2: Course Summary and Evaluations

HAPPY HOLIDAYS !