GS/MSMG 6470 3.0
Special Topics in Marketing (Winter 2023)
Tuesdays, 6 pm to 9 pm
Updated on Dec 21 2022

COURSE DIRECTORS: Dr. Lee Li and Dr. Pilar Carbonell-Foulquie

COURSE DESCRIPTION: This course covers the important issues as applied to marketing's strategic role in meeting customer needs, products/service, price, promotion, distribution, consumer behaviour, market, positioning, ethics and research. The course utilizes lecture, oral and written work, scholarly articles, and case studies.

REQUIRED READINGS/TEXTS: All readings will be posted on the course website or in the course syllabus

COURSE OUTLINE / SCHEDULE:

Week	Topic	Key Readings	Case
1 (Lee)	Marketing: The Art and Science of Satisfying Customers Overview of the special topics Importance of marketing special topics Presentation schedules	N/A	Apple
2 (Lee)	Corporate Marketing Strategy Student presentations (30 minutes) Paper discussion (30 minutes) Lecture + case study (2 hours)	Banker, R. et al. (2014). Does a differentiation strategy lead to more sustainable financial performance that a cost leadership strategy?	WestJet
3 (Lee)	Segmentation, Targeting and Positioning Student presentations (30 minutes) Paper discussion (30 minutes) Lecture + case study (2 hours)	Karadeniz, M., R. (2009). Product positioning strategy in marketing management	Toyota
4 (Lee)	Pricing Process and Marketing Student presentations (30 minutes) Paper discussion (30 minutes) Lecture + case study (2 hours)	Johansson, M et al., (2011). Pricing strategies and pricing capabilities	Bell
5 (Lee)	Consumer Psychology Student presentations (30 minutes) Paper discussion (30 minutes) Lecture + case study (90 minutes) Concept review for mid term exam (30 minutes)	Guha, A. et al. (2018). An empirical analysis of the joint effects of shoppers' goals and attribute display on shoppers' evaluations	BMW
6 (Lee)	Mid term exam (written case study - 2 hours)		

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7 (Pilar) Feb 28	Purpose-driven marketing	Kumar, V., & Kaushal, V. (2023). Role of customer perceived brand ethicality in inducing engagement in online brand communities. *Journal of Retailing and Consumer Services*, 71, 103184. Love, E., Sekhon, T., & Salinas, T. C. (2022). Do well, do good, and know your audience: the double-edged sword of values-based CSR communication. *Journal of Brand Management*, 29(6), 598-614. Tsai, J. M., Hung, S. W., & Yang, T. T. (2020). In pursuit of goodwill? The cross-level effects of social enterprise consumer behaviours. *Journal of Business Research*, 109, 350-361.	
8 (Pilar) March 7	Customer participation in new product development	Acar, O. A. (2019). Motivations and solution appropriateness in crowdsourcing challenges for innovation. *Research Policy*, *48*(8), 103716. Hofstetter, R., Aryobsei, S., & Herrmann, A. (2018). Should you really produce what consumers like online? Empirical evidence for reciprocal voting in open innovation contests. *Journal of Product Innovation Management*, *35*(2), 209-229. Najafi-Tavani, S., Naudé, P., Smith, P., & Khademi-Gerashi, M. (2023). Teach well, learn better-Customer involvement and new product performance in B2B markets: The role of desorptive and absorptive capacity. *Industrial Marketing Management*, 108, 263-275.	
9 (Pilar) March 14	Customer acceptance of new technologies	Heidenreich, S., Freisinger, E., & Landau, C. (2022). The Dark Side of Business Model Innovation–An Empirical Investigation into the Evolvement of Customer Resistance and the Effectiveness of Potential Countermeasures. *Journal of Product Innovation Management,* 39, 824-846. Purohit, S., Arora, R., & Paul, J. (2022). The bright side of online consumer behavior: Continuance intention for mobile payments. *Journal of Consumer Behaviour*. Schmitz, A., Díaz-Martín, A. M., & Guillén, M. J. Y. (2022). Modifying UTAUT2 for a cross-country comparison of telemedicine adoption. *Computers in Human Behavior*, *130*, 107183.	
10 (Pilar) March 21	Social commerce and personalized marketing	Bernritter, S. F., Ketelaar, P. E., & Sotgiu, F. (2021). Behaviorally targeted location-based mobile marketing. *Journal of the Academy of Marketing Science*, *49*(4), 677-702. Chen, X., Sun, J., & Liu, H. (2022). Balancing web personalization and consumer privacy concerns: Mechanisms of consumer trust and reactance. *Journal of Consumer Behaviour*, *21*(3), 572-582. Friedrich, T., Schlauderer, S., & Overhage, S. (2021). Some things are just better rich: how social commerce feature	

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		richness affects consumers' buying intention via social factors. *Electronic Markets*, *31*(1), 159-180.	
11 (Pilar) March 28	Artificial intelligence and augmented reality in marketing	Ruan, Y., & Mezei, J. (2022). When do AI chatbots lead to higher customer satisfaction than human frontline employees in online shopping assistance? Considering product attribute type. *Journal of Retailing and Consumer Services*, *68*, 103059. Zanger, V., Meißner, M., & Rauschnabel, P. A. (2022). Beyond the gimmick: How affective responses drive brand attitudes and intentions in augmented reality marketing. *Psychology & Marketing, 39,* 1285-1301. Xu, L., & Mehta, R. (2022). Technology devalues luxury? Exploring consumer responses to AI-designed luxury products. *Journal of the Academy of Marketing* Science, 50, 1135–1152.	
12 (Pilar) April 4	Students presentations of their chosen articles		

GRADE BREAKDOWN: (TBC/TBD):

Midterm exam (weeks 1-6):	20%
Student Presentations (weeks 1-6):	20%
Participation (weeks 1-6):	10%
Participation (weeks 7-12):	10%
Article critiques (weeks 7-12):	10%
Presentations of scholarly article (weeks 7-12):	20%
Term presentation (weeks 7-12):	10%