

MKT8634: DOCTORAL STUDIES: MARKETING LITERATURE

Effective Term

Semester A 2025/26

Part I Course Overview

Course Title

Doctoral Studies: Marketing Literature

Subject Code

MKT - Marketing

Course Number

8634

Academic Unit

Marketing (MKT)

College/School

College of Business (CB)

Course Duration

One Semester

Credit Units

3

Level

R8 - Research Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

This course aims to:

- Introduce a wide variety of marketing research topic areas and methodologies to PhD students.
- The course covers topics on pricing, product design and strategy, signalling, distribution, sales force, advertising, promotion, etc.
- The primary goal of the course is to prepare students to appreciate and critique the literature on marketing strategy and to develop potential research projects.
- Help students peruse both classic and recent marketing research papers in top journals.
- Help students identify academic contributions methodology choices and managerial contributions in marketing literature.
- Help students start conducting their own marketing research independently and rigorously based on systematic review of marketing literature.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if DEC-A1 DEC-A2 DEC-A3 app.)			
1	Analyse marketing phenomena by reading marketing literature.		x		
2	Conduct marketing research with meaningful academic contributions based on the combination of observing new marketing phenomena and literature review.			x	
3	Design marketing research proposals and draft working paper manuscripts with strong literature support. Interpret results into impactful managerial insights.			x	x

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Learning and Teaching Activities (LTAs)

LTAs		Brief Description	CILO No.	Hours/week (if applicable)
1	Readings	Students should complete all compulsory and additional readings before each lecture to prepare for discussions.	1, 2, 3	
2	Lectures	Students will learn about models, theories, and contributions in the literature during class.	1, 2, 3	

3	In-class and off-class Discussions	Students will participate in class discussions both during and outside of class to ensure understanding and collaboration.	1, 2, 3	
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Assessment Tasks / Activities (ATs)

ATs	CILO No.	Weighting (%)	Remarks ("- " for nil entry)	Allow Use of GenAI?	
1	Class Participation and Discussions	1, 2, 3	30	-	Yes
2	Individual Assignments	1, 2, 3	30	-	Yes
3	Team Research Proposal and Presentation	1, 2, 3	40	-	Yes

Continuous Assessment (%)

100

Examination (%)

0

Minimum Continuous Assessment Passing Requirement (%)

0

Minimum Examination Passing Requirement (%)

0

Assessment Rubrics (AR)**Assessment Task**

Class Participation and Discussions (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Analysis and discussion

Excellent

(A+, A, A-)

1. Show excellent command of all aspects of the course, with strong ability to understand and evaluate marketing literature.
2. Excellent participation and contribution to class discussions.

Good

(B+, B, B-)

1. Show above-average command of all aspects of the course, with strong ability to understand and evaluate marketing literature.
2. Above-average participation and contribution to class discussions.

Fair

(C+, C, C-)

1. Show good command of all aspects of the course, with strong ability to understand and evaluate marketing literature.
2. Good participation and contribution to class discussions.

Marginal

(D)

1. Show poor command of all aspects of the course, with strong ability to understand and evaluate marketing literature.
2. Poor participation and contribution to class discussions.

Failure

(F)

1. Show little command of all aspects of the course, with strong ability to understand and evaluate marketing literature.
2. Little participation and contribution to class discussions.

Assessment Task

Individual Assignments (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Analysis and academic writing skills

Excellent

(A+, A, A-)

1. Show excellent ability to identify both academic contributions and methodologies in order to solve marketing problems.
2. Demonstrate excellent ability to solve problems and think critically and independently.

Good

(B+, B, B-)

1. Show above-average ability to identify both academic contributions and methodologies in order to solve marketing problems.
2. Demonstrate above-average ability to solve problems and think critically and independently.

Fair

(C+, C, C-)

1. Show good ability to identify both academic contributions and methodologies in order to solve marketing problems.
2. Demonstrate good ability to solve problems and think critically and independently.

Marginal

(D)

1. Show poor ability to identify both academic contributions and methodologies in order to solve marketing problems.
2. Demonstrate poor ability to solve problems and think critically and independently.

Failure

(F)

1. Show little ability to identify both academic contributions and methodologies in order to solve marketing problems.
2. Demonstrate little ability to solve problems and think critically and independently.

Assessment Task

Team Research Proposal and Presentation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Analysis academic writing and presentation skills

Excellent

(A+, A, A-)

1. Demonstrate excellent ability to design marketing research proposals based on literature support.
2. Demonstrate excellent ability to find research question and think critically.
3. Show excellent attitude of teamwork and cooperation.

Good

(B+, B, B-)

1. Demonstrate above-average ability to design marketing research proposals based on literature support.
2. Demonstrate above-average ability to find research question and think critically.
3. Show above-average attitude of teamwork and cooperation.

Fair

(C+, C, C-)

1. Demonstrate good ability to design marketing research proposals based on literature support.
2. Demonstrate good ability to find research question and think critically.
3. Show good attitude of teamwork and cooperation.

Marginal

(D)

1. Demonstrate poor ability to design marketing research proposals based on literature support.
2. Demonstrate poor ability to find research question and think critically.
3. Show poor attitude of teamwork and cooperation.

Failure

(F)

1. Demonstrate little ability to design marketing research proposals based on literature support.
2. Show little ability to find research question and think critically.
3. Show little attitude of teamwork and cooperation.

Assessment Task

Class Participation and Discussions (Applicable to students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Analysis and discussion

Excellent

(A+, A, A-)

1. Show excellent command of all aspects of the course, with strong ability to understand and evaluate marketing literature.
2. Excellent participation and contribution to class discussions.

Good

(B+, B, B-)

1. Show satisfactory command of all aspects of the course, with strong ability to understand and evaluate marketing literature above top 30 percent in class.
2. Active participation and contribution to class discussions above top 30 percent in class.

Fair

(C+, C, C-)

1. Show good command of all aspects of the course, with strong ability to understand and evaluate marketing literature between top 30 and top 60 percent in class.
2. Active participation and contribution to class discussions between top 30 and top 60 percent in class.

Marginal

(D)

1. Show minimal command of all aspects of the course, with strong ability to understand and evaluate marketing literature below top 60 percent in class.
2. Some participation and contribution to class discussions below 60 percent in class.

Failure

(F)

1. Show no command of all aspects of the course, with strong ability to understand and evaluate marketing literature
 2. No participation and contribution to class discussion.
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Assessment Task

Class Participation and Discussions (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Analysis and discussion

Excellent

(A+, A, A-)

1. Show excellent command of all aspects of the course, with strong ability to understand and evaluate marketing literature.
2. Excellent participation and contribution to class discussions.

Good

(B+, B)

1. Show above-average command of all aspects of the course, with strong ability to understand and evaluate marketing literature.
2. Above-average participation and contribution to class discussions.

Marginal

(B-, C+, C)

1. Show poor command of all aspects of the course, with strong ability to understand and evaluate marketing literature.
2. Poor participation and contribution to class discussions.

Failure

(F)

1. Show little command of all aspects of the course, with strong ability to understand and evaluate marketing literature.
 2. Little participation and contribution to class discussions.
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Assessment Task

Individual Assignments (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Analysis and academic writing skills

Excellent

(A+, A, A-)

1. Show excellent ability to identify both academic contributions and methodologies in order to solve marketing problems.
2. Demonstrate excellent ability to solve problems and think critically and independently.

Good

(B+, B)

1. Show good ability to identify both academic contributions and methodologies in order to solve marketing problems.

2. Demonstrate good ability to solve problems and think critically and independently.

Marginal

(B-, C+, C)

1. Show poor ability to identify both academic contributions and methodologies in order to solve marketing problems.
2. Demonstrate poor ability to solve problems and think critically and independently.

Failure

(F)

1. Show little ability to identify both academic contributions and methodologies in order to solve marketing problems.
2. Demonstrate little ability to solve problems and think critically and independently.

Assessment Task

Team Research Proposal and Presentation (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Analysis academic writing and presentation skills

Excellent

(A+, A, A-)

1. Demonstrate excellent ability to design marketing research proposals based on literature support.
2. Demonstrate excellent ability to find research question and think critically.
3. Show excellent attitude of teamwork and cooperation.

Good

(B+, B)

1. Demonstrate good ability to design marketing research proposals based on literature support.
2. Demonstrate good ability to find research question and think critically.
3. Show good attitude of teamwork and cooperation.

Marginal

(B-, C+, C)

1. Demonstrate poor ability to design marketing research proposals based on literature support.
2. Demonstrate poor ability to find research question and think critically.
3. Show poor attitude of teamwork and cooperation.

Failure

(F)

1. Demonstrate little ability to design marketing research proposals based on literature support.
2. Show little ability to find research question and think critically.
3. Show little attitude of teamwork and cooperation.

Assessment Task

Class Participation and Discussions (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Analysis and discussion

Excellent

(A+, A, A-)

1. Show excellent command of all aspects of the course, with strong ability to understand and evaluate marketing literature.

2. Excellent participation and contribution to class discussions.

Good

(B+, B)

1. Show satisfactory command of all aspects of the course, with strong ability to understand and evaluate marketing literature above top 30 percent in class.
2. Active participation and contribution to class discussions above top 30 percent in class.

Marginal

(B-, C+, C)

1. Show good command of all aspects of the course, with strong ability to understand and evaluate marketing literature between top 30 and top 90 percent in class.
2. Active participation and contribution to class discussions between top 30 and top 90 percent in class.

Failure

(F)

1. Show no command of all aspects of the course, with strong ability to understand and evaluate marketing literature
2. No participation and contribution to class discussion.

Part III Other Information

Keyword Syllabus

Course Objectives:

- Understand and apply advanced marketing models
- Analyze pricing strategies in various market conditions
- Explore product strategies including product lines, branding, and new products
- Examine distribution strategies and channel coordination
- Develop effective sales force and advertising models
- Investigate promotional strategies and their impact
- Study behavioral industrial organization and its implications for marketing

Course Structure:

The course is divided into several key modules, each focusing on a specific theme. Each module will include lectures, readings, discussions, and assignments.

Module 1: Pricing Strategies

Week 1: Pricing in Monopoly

- Monopoly pricing models
- Profit maximization in monopolistic markets

Week 2: Pricing under Competition

- Competitive pricing strategies
- Price wars and market share

Week 3: Dynamic Competition and Tacit Collusion

- Dynamic pricing models
- Tacit collusion and its implications

Week 4: Search and Pricing

- Consumer search behavior
- Pricing strategies in search markets

Readings:

- Tirole, J. (1988). *The Theory of Industrial Organization*.
- Varian, H. R. (1992). *Microeconomic Analysis*.

Module 2: Product Strategies

Week 5: Product Line and Price Discrimination

- Product line pricing
- Different forms of price discrimination

Week 6: Branding and Signaling

- Brand equity and value
- Signaling theory in marketing

Week 7: New Product Introduction

- New product development models
- Market entry strategies for new products

Week 8: Case Studies in Product Strategies

- Real-world applications and analysis
- Critical evaluation of product strategy cases

Readings:

- Moorthy, S. (1985). "Using Game Theory to Model Competition," *Journal of Marketing Research*.
- Keller, K. L. (2012). *Strategic Brand Management*.

Module 3: Distribution Strategies

Week 9: Channel Coordination

- Coordination in marketing channels
- Vertical integration and channel control

Week 10: Retailing

- Retail pricing strategies
- Inventory management in retail

Week 11: Channel Issues

- Conflict and power in distribution channels
- Strategies for channel management

Week 12: Case Studies in Distribution

- Analysis of successful and unsuccessful distribution strategies
- Practical applications and lessons learned

Readings:

- Coughlan, A. T., Anderson, E., Stern, L. W., & El-Ansary, A. I. (2006). *Marketing Channels*.
- Rosenbloom, B. (2013). *Marketing Channels: A Management View*.

Module 4: Sales Force and Advertising

Week 13: Sales Force Management

- Sales force allocation and optimization
- Incentive structures and performance measurement

Week 14: Advertising Models

- The impact of advertising on consumer behavior
- Measuring advertising effectiveness

Week 15: Promotion Strategies

- Different types of promotional strategies
- The economics of promotions and discounts

Readings:

- Johnston, M. W., & Marshall, G. W. (2016). *Sales Force Management*.
- Tellis, G. J. (2004). *Effective Advertising: Understanding When, How, and Why Advertising Works*.

Module 5: Behavioral Industrial Organization (IO)

Week 16: Introduction to Behavioral IO

- Behavioral economics in marketing
- Consumer biases and market outcomes

Week 17: Behavioral Models in Pricing

- Psychological pricing strategies
- Impact of consumer behavior on pricing models

Week 18: Behavioral Models in Product and Distribution

- Behavioral aspects of product design
- Consumer behavior in distribution channels

Week 19: Case Studies in Behavioral IO

- Analysis of behavioral IO in real-world scenarios
- Practical implications for marketing strategy

Reading List

Compulsory Readings

	Title
1	Compulsory readings include classic and recent marketing research papers. Paper list will be provided before each lecture.
2	[1] Kalish, S. (1983), "Monopolist Pricing with Dynamic Demand and Production Costs," <i>Marketing Science</i> , 2, 135-159.
3	[2] Levinthal, D., and D. Purohit (1989), "Durable Goods and Product Obsolescence," <i>Marketing Science</i> , 8, 35-56.
4	[1] Padmanabhan, V., and I. Png (1997), "Manufacturer's Returns Policies and Retail Competition," <i>Marketing Science</i> , 16, 81-94.
5	[2] Guo, L. (2006), "Consumption Flexibility, Product Configuration, and Market Competition," <i>Marketing Science</i> , 25 (2), 116-130.
6	[3] Moorthy, K. S. (1988), "Product and Price Competition in a Duopoly," <i>Marketing Science</i> , 7, 141-168.
7	[1] Villas-Boas, J. M., and L. Cabral (2005), "Bertrand Supertraps," <i>Management Science</i> , 51 (4), 599-613.
8	[1] Lal, R. (1990), "Price Promotions: Limiting Competitive Encroachment," <i>Marketing Science</i> , 9, 247-262.
9	[2] Wernerfelt, B. (1989), "Tacit Collusion in Differentiated Cournot Games," <i>Economics Letters</i> , 29, 303-306.
10	[1] Kuksov, D. (2004), "Buyer Search Costs and Endogenous Product Design," <i>Marketing Science</i> , 23 (4), 490-499.
11	[1] Moorthy, K. S. (1984), "Market Segmentation, Self-Selection, and Product Line Design," <i>Marketing Science</i> , 3, 288-307.
12	[2] Narasimhan, C. (1984), "A Price Discrimination Theory of Coupons," <i>Marketing Science</i> , 3, 128-147.
13	[3] Villas-Boas, J. M. (1999), "Dynamic Competition with Customer Recognition," <i>RAND Journal of Economics</i> , 30 (4), 604-631.
14	[4] Wernerfelt, B. (1986), "Product Line Rivalry: Note," <i>American Economic Review</i> , 76, 842-844.
15	[1] Wernerfelt, B. (1988), "Umbrella Branding as a Signal of New Product Quality: An Example of Signalling by Posting a Bond," <i>Rand Journal of Economics</i> , 19, 458-466.
16	[2] Moorthy, K. S., and K. Srinivasan (1995), "Signaling Quality with a Money-Back Guarantee: The Role of Transaction Costs," <i>Marketing Science</i> , 14, 442-466.
17	[3] Chu, W., and W. Chu (1994), "Signaling Quality by Selling Through A Reputable Retailer: An Example of Renting the Reputation of Another Agent," <i>Marketing Science</i> , 13, 177-189.
18	[1] Moorthy, K. S., and I. Png (1992), "Market Segmentation, Cannibalization and Timing of Product Introduction," <i>Management Science</i> , 38, 307-324.
19	[1] Chu, W. (1992), "Demand Signalling and Screening in Channels of Distribution," <i>Marketing Science</i> , 11, 327-347.
20	[2] Desai, P., and K. Srinivasan (1995), "Demand Signalling under Unobservable Effort in Franchising: Linear and Nonlinear Price Contracts," <i>Management Science</i> , 41, 1608-1623.
21	[3] Iyer, G. (1998), "Coordinating Channels under Price and Nonprice Competition," <i>Marketing Science</i> , 17, 338-355.
22	[1] Lal, R., and C. Matutes (1994), "Retail Pricing and Advertising Strategies," <i>Journal of Business</i> , 67, 345-370.
23	[2] Simester, D. (1995), "Signaling Price Image Using Advertised Prices," <i>Marketing Science</i> , 14, 166-188.
24	[1] Balasubramanian, S. (1998) "Mail versus Mall: A Strategic Analysis of Competition between Direct Marketers and Conventional Retailers," <i>Marketing Science</i> , 17, 181-195.
25	[1] Basu, A., R. Lal, V. Srinivasan, and R. Staelin (1985), "Sales Force Compensation Plans: An Agency Theoretic Perspective," <i>Marketing Science</i> , 4, 267-291.
26	[2] Rao, R. (1990), "Compensating Heterogeneous Salesforces: Some Explicit Solutions," <i>Marketing Science</i> , 9, 319-341.
27	[1] Chintagunta, P., and D. Jain (1995), "Empirical Analysis of a Dynamic Duopoly Model of Competition," <i>Journal of Economics and Management Strategy</i> , 4, 109-131.

28	[3] Raju, J., V. Srinivasan, and R. Lal (1993), "The Effects of Brand Loyalty on Competitive Price Promotional Strategies," <i>Management Science</i> , 36, 276-304.
29	[4] Lal, R., and J. M. Villas-Boas (1998), "Price Promotions and Trade Deals with Multi-Product Retailers," <i>Management Science</i> , 44, 935-949.
30	[1] Orhun, Y. A. (2009), "Optimal Product Line Design When Consumers Exhibit Choice Set-Dependent Preferences" , <i>Marketing Science</i> , 28 (5), 868–886.
31	[2] Amaldoss, W., and S. Jain (2005), "Conspicuous Consumption and Sophisticated Thinking," <i>Management Science</i> , 51(10), 1449–1466.
32	[3] Jain, S. (2012), "Marketing of Vice Goods: A Strategic Analysis of the Package Size Decision," <i>Marketing Science</i> , 31 (1), 36-51,
33	[1] Guo, L. and J. Zhang (2012), "Consumer Deliberation and Product Line Design," <i>Marketing Science</i> , 31 (6), 995-1007.

Additional Readings

Title	
1	Additional readings are contributed by students before each lecture to identify related papers in the discussed research areas.