The seminar meets every Tuesday from 1 to 4 pm in B-413. Office hours: none, students are always welcome.

MGMT 269B is part of a four-course sequence of doctoral seminars in marketing. Unlike the other courses in the set, it is problem oriented, i.e. the emphasis is on research that has implications for solving managerial problems rather than research directed toward advancing behavioral or economic theories in marketing. With this orientation in mind, the discussions of past and current research will focus on:

1. the identification of managerial problems addressed by the research,
2. an examination of the theoretical and methodological framework used to examine the problem,
3. directions for future research.

Each three-hour session will be devoted to a major marketing managerial problem. The reading list for each week consists of two or three "classics" or review articles (*) and some recent contributions. Everyone will read the * articles in detail and prepare a discussion of the week's topic. In addition, the "expert of the week" (to be rotated among the participants) will make a 60-minute presentation about all the articles and offer his/her interpretation of the "state-of-the-art".

The final component of MGMT 269B is an individually prepared term paper. It consists of the following: (1) a concise problem statement, (2) a review of contributions to date, indicating where future work is needed, (3) an original effort in solving the problem, e.g. experimental design, mathematical formulation, empirical work. The paper should be of high quality, comparable to the Anderson PhD research paper requirement, and will be presented during the last seminar meeting.
All sessions


**Session 1: Introduction to the seminar**

**Theory of Marketing Resource Allocation**


*Mantrala, Naik, Sridhar and Thorson (2007), “Uphill or Downhill? Locating the firm on a profit function,” Journal of Marketing, April, 26-44.*

**Session 2: Forecasting and Marketing Planning**


Session 3: Diffusion of Innovation


Session 4: Advertising Decisions


**Session 5: Pricing and Promotion Decisions**


Session 6: Salesforce and distribution management


Session 7: Marketing Strategy and Competition


Session 8: Customer Equity and Brand Equity


Session 9: Marketing Strategy and Firm Value


**Session 10: Term paper presentations**