

Marketing

ECTS : 3

Description du contenu de l'enseignement :

S1: Introduction to marketing/ research in marketing/ the module

S2: Consumer behaviour

S3: Strategic marketing + Brand management

S4: 4Ps = Product + Price

S5: 4Ps (cont'd) = Place + Promotion

S6: International marketing + cultural marketing

S7: Marketing and society + Ethics + Sustainability

S8: *Presentations*

Compétence à acquérir :

This course aims at giving a general overview of the Marketing field, developing its main concepts, methodologies and practices. The main objectives are

1. To familiarize students with the key theoretical perspectives in marketing.
2. To enable students to critically examine the theory and related empirical work.
3. To facilitate students' generation of ideas that could lead to research studies.

At the end of the module, students should be able

1. To summarise key theoretical perspectives in marketing.
2. To demonstrate analytical and critical thinking skills.
3. To generate relevant and interesting research ideas.

The objectives will be achieved when you actively engage with the literature and constructively criticize the articles. This should equip you with the skills to come up with ideas that have the potential to be developed into a piece of sound research.

Mode de contrôle des connaissances :

The module will be assessed via

- (a) A **class participation** mark based on the summaries' quality and on the participation level in the seminars. (50%)
- (b) A **presentation of a research proposal** on a chosen topic. The research proposal should be structured like a typical academic article, including an introduction/positioning, literature review, and methodology. The presentation will not require an empirical research, but will require a detailed research design. (50%)

Bibliographie, lectures recommandées :

Session 1 [to be discussed during session 2. No summary asked]:

- 1) Hunt, S. D. (1976). The nature and scope of marketing. *Journal of marketing*, 40(3), 17-28.
- 2) Gamble, J., Gilmore, A., McCartan-Quinn, D., & Durkan, P. (2011). The Marketing concept in the 21st century: A review of how Marketing has been defined since the 1960s. *The marketing review*, 11(3), 227-248.
- 3) Tadajewski, M. (2018) 'Critical reflections on the marketing concept and consumer sovereignty.', in *The Routledge companion to critical marketing*. Abingdon, Oxon: Routledge, pp. 196-224. Routledge companions in business, management and accounting.

Session 2 [to be discussed during session 3]:

- 1) Wang, X., Bendle, N. T., Mai, F., & Cotte, J. (2015). The journal of consumer research at 40: a historical analysis. *Journal of*

Consumer Research, 42(1), 5-18.

2) Fournier, S., (1998). Consumers and their Brands: Developing Relationship Theory in Consumer Research. *Journal of Consumer Research*, 24(March), 343-373.

Session 3 [to be discussed during session 4]:

1) Varadarajan, R. (2015). Strategic marketing, marketing strategy and market strategy. *AMS review*, 5, 78-90.

2) Högström, C., Gustafsson, A., & Tronvoll, B. (2015). Strategic brand management: Archetypes for managing brands through paradoxes. *Journal of business research*, 68(2), 391-404.

Session 4 [to be discussed during session 5]:

1) Grime, I., Diamantopoulos, A., & Smith, G. (2002). Consumer evaluations of extensions and their effects on the core brand: Key issues and research propositions. *European Journal of Marketing*, 36(11), 1415-1438.

2) Vanhuele, M., & Drèze, X. (2002). Measuring the price knowledge shoppers bring to the store. *Journal of marketing*, 66(4), 72-85.

Session 5 [to be discussed during session 6]:

1) Desmichel, P., & Kocher, B. (2020). Luxury single- versus multi-brand stores: The effect of consumers' hedonic goals on brand comparisons. *Journal of Retailing*, 96(2), 203-219.

2) Batra, R., & Keller, K. L. (2016). Integrating marketing communications: New findings, new lessons, and new ideas. *Journal of Marketing*, 80(6), 122-145.

Session 6 [to be discussed during session 7]:

1) Katsikeas, C. S., Samiee, S., & Theodosiou, M. (2006). Strategy fit and performance consequences of international marketing standardization. *Strategic management journal*, 27(9), 867-890.

Session 7 [for further reading. No summary asked]:

1) O'Shaughnessy, J., & O'Shaughnessy, N. J. (2002). Marketing, the consumer society and hedonism. *European Journal of Marketing*. Vol. 36 No. 5/6, pp. 524-547.

2) O. C. Ferrell & Linda Ferrell (2021) New directions for marketing ethics and social responsibility research, *Journal of Marketing Theory and Practice*, 29:1, 13-22.