Marketing

ECTS : 3

Description du contenu de l'enseignement :

Seminars will be organized in eight 3-hour blocks. Seven of them will be devoted to a specific topic. From session 3 to session 7, two papers will be assigned as essential reading for each topic. Students are expected to come fully prepared, after having carefully read the papers. This preparation is extremely important as most of the three learning outcomes can only be achieved through a very active participation in the discussion of the different research papers.

For each paper, students are asked to bring a one page summary, which should focus on these aspects:

• What are the main objectives of the paper?

• What are the main theoretical concepts or frameworks being used?

• What method was used to answer the research questions?

• What are the key findings?

• Find two possible research ideas to extend this research.

The summaries should be uploaded on Teams at least two days before the corresponding session begins. This way, the students and the course instructor will be able to read the necessary material and provide some timely feedback. Everyone will be required to contribute to the class discussion actively.

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%)