Research Seminar in Marketing  
MARK 8996/ 7211  

Semester 1,  2005

Venue: Tuesday 10.00 am -12.00 in Marketing Seminar room [John Goodsell Building]

Course co-ordinator: Professor Paul Patterson  
Office (Goodsell Bldg): Room 304  
Consultation: Tues 3.00- 4.00pm and by appointment  
Telephone: 9385-3385  
Email: p.patterson@unsw.edu.au

Course Description

This course involves a study and critique of published journal articles across a wide range of marketing topics. Some will be relevant to students’ research/thesis topics, however many of the readings will be in a wider context. In the School we expect our research students, upon graduation, to have a wide understanding of the marketing literature, not just a detailed knowledge in one narrowly focused topic. Ideally students will have a thesis topic (or topic area) in mind at the outset of the course. Some of the allocated readings will attempt to tailor weekly assignments around these topic areas. However the general aim is to introduce you to the ‘academic literature’ in general, so that you will learn how to plan, design and write up a quality piece of research (both empirical or non-empirical) for a peer reviewed internationally recognized journal (and thesis). Students will learn something (e.g., methodology, justification of hypotheses, writing style, extent of contribution required, layout, strengths & weaknesses, etc.) from an indepth analysis of a variety of readings, irrespective of the context in which the research is conducted. The ultimate goal is to assist you to begin work on a thesis proposal, and a comprehensive literature review.

The emphasis will be on appreciating the present state of knowledge in a range of topic areas and looking for possible’ knowledge gaps’. A focus will be given to the knowledge base in various marketing areas - including both analytical areas (such as marketing science, economic theory, consumer psychology) and substantive focal topics (e.g., international marketing, consumer behaviour theories, brand management, customer satisfaction & service quality, macro marketing, services marketing issues, brand loyalty & relationship marketing, etc). Through a series of readings from the literature the emphasis will be on understanding the empirical significance and theoretical contribution of each article, as well as its strengths and weaknesses, positioning, methodology, and analytical approach. Furthermore the writing and communication style - including the uses and abuses of narratives, tables, graphs and equations will be analysed and discussed

Learning Objectives
• To develop skills that enable you to evaluate the marketing literature.
• To develop skills required for you to prepare a conceptual article for a respected marketing journal and/or competitive refereed conference proceedings.
• To allow you to appreciate the present state of knowledge, as well as the opportunities for a contribution to a particular area of marketing.

It is hoped that students, upon completion, of this course, will have improved their communication and analytical skills and feel comfortable discussing theoretical and methodological issues in a scholarly manner.

Along the way you will also learn about the systems and practices in academic marketing as well as the research process. This will follow from your readings and class discussion of the weekly assigned literature (as well as your research for your semester paper), and should complement the course in Business Research Methods.

Course Format
The course will be seminar based whereby various guest lecturers will be called upon to share their views and knowledge on particular topics. Due to the nature of this course, there are no assigned textbooks, although a series of assigned readings will be given throughout the course. Students are expected to critique the assigned readings and make an informed contribution to the seminar discussion. Articles/ book chapters will be given out two weeks in advance so you have plenty of opportunity to study them, make notes, and do further reading if necessary.

Assessment

1. Weekly assignments (40% of overall course mark)
   Each student will be required to read 3-4 papers each week. For one of these papers the student is required to hand in a written summary & critique, and other class exercises as nominated. Each submission should be no more than 2 typed pages. Please make use of headings, subheadings and bullet points. See attached samples.

   Suggested headings for your written submission (and when you are to lead the discussion) might include:
   • Objective/purpose. This should be only 1-2 sentences.
   • Key points/ contribution of article.
   • Comment on the strengths & weaknesses of article (here I expect you to use a series of bullet points & /or subheadings of your choosing). Try & explain why this article got published. This section (and the following) will encompass the majority of your submission, and where I expect your intellectual input.
   • Specific areas where you particularly agree/disagree.
   • Brief concluding remarks/ additional thoughts.

   Written summaries/critiques must be turned in the day of the seminar.
2. Semester paper (40%)
Each student must prepare a paper worthy of submission and acceptance to a marketing
journal or international refereed conference proceedings, on a topic of the students choice.
You should model your paper on one of the major conference proceedings (AMA, EMAC,
AIB, ACR, AMS – see websites for guidelines& submission requirements). The paper may
be conceptual, or empirical in nature, with a maximum length of 24 pages (double spaced, 12
font) inclusive of bibliography, figures, tables. The cover page is excluded from this page
count.

Due date: To be determined.

Note: Should your semester paper not be of an acceptable standard you will be given one
opportunity to revise and resubmit within 4 weeks. Otherwise you will fail the course, and in
the case of PhD or MPhil students, may result in exclusion from the program.

3. General level of participation (20%)
Since this is a seminar based course, students are expected to be thoroughly prepared to
discuss each and every one of the assigned weekly articles. Your participation mark will be
largely based on the quality of your comments/critique/ constructive suggestions to the
debate each week on articles you should have read ( i.e., excluding the one you write
up/critique). Regarding attendance – my expectation is 100% attendance (barring illness or
misadventure).

4. Finally, you should particularly note that any mark (for weekly assignments, final semester
paper, etc.) of less than 70% is considered a failure in this course. In other words the ‘pass’
mark for all components, and overall is 70%.
**Weekly Topics**

### I  Introduction to the Marketing Literature

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<td>1</td>
<td>1 March</td>
<td>PP</td>
<td>Course introduction; the research process; evaluating a research article.</td>
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<td>2</td>
<td>8 March</td>
<td>PP</td>
<td>Preparing a literature review; appreciating what makes a contribution? Developing a conceptual model</td>
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<td>3</td>
<td>15 March</td>
<td>PP</td>
<td>Services marketing; On refereeing and being refereed</td>
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### II  The Literature in Selected Substantive Areas of Marketing

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<td>4</td>
<td>22 March</td>
<td>RL</td>
<td>Marketing as exchange</td>
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<td><strong>Semester Break</strong></td>
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<td>5</td>
<td>5 April</td>
<td>RL</td>
<td>Macro marketing</td>
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<td>6</td>
<td>12 April</td>
<td>PP</td>
<td>Various literature</td>
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<td>19 April</td>
<td>CS</td>
<td>International marketing</td>
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<td>8</td>
<td>26 April</td>
<td>PP</td>
<td>Relationship marketing</td>
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<td>9</td>
<td>3 May</td>
<td>MC</td>
<td>Consumer behaviour</td>
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<td>10</td>
<td>10 May</td>
<td>PP</td>
<td><em>Review of progress on semester paper</em></td>
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<td>11</td>
<td>17 May</td>
<td>TB</td>
<td>Learning, creativity &amp; alliances in marketing</td>
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<td>24 May</td>
<td>JH</td>
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<td>13</td>
<td>31 May</td>
<td>PP</td>
<td>B2B marketing</td>
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<td>10 June (Friday)</td>
<td>PP &amp; Panel</td>
<td><strong>Presentation of papers</strong></td>
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<td>June (tba)</td>
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<td><strong>Deadline for submission of research paper</strong></td>
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Legend: JH= Jennifer Harris; MC = Matthew Chylinski; PP= Paul Patterson; RL = Roger Layton; TB = Tania Bucic; CS= Chris Styles
**Assigned Readings**
To maximise your learning experience these need to be read *prior to* coming to class.

**Week 1:**
Chap 3, Gill and Johnson, *Research Methods for Managers*

In week 1, please read these articles before coming to class, and be ready to discuss them.

**Week 2:**
- Chap 1, Sekaran, *Research Methods for Business* and answer qns 2,3, 7,8,9,10.
- Sekaran. Answer qns 6,8,12,13 (Ch 2) and Ch 3 exercises 3.9 and 3.13 (pp89-91)

**Week 3:**
To be assigned.

**Week 4:**

**Week 5**
To be assigned.

**Week 6**
Week 7
To be assigned

Week 8

Weeks 9 onwards
• To be assigned, including some self-selected readings.
Lecturer Profile

Paul G. Patterson, PhD., is Professor and Head of the School of Marketing at The University of New South Wales. He holds degrees in marketing, management and economics from the University of Wollongong, the University of Technology - Sydney, and the University of New South Wales. Prior to joining academe, he held management and marketing positions in the banking, marketing research, and public sectors, and later with a large international management consultancy firm. He has taught at the universities of Wollongong, Sydney, Michigan State University and more recently Assumption University (ABAC), Mahidol and Thammasat Universities in Thailand. He is adjunct Professor at Thammasat University.

Readings for Research Seminar in Marketing (MARK8996/ 7211)