

Special Topics--Pro-Seminar in Marketing Fall 2020

Standard Time: Tuesdays 11:00 – 1:00pm (Zoom Live)

Instructor:

Ana Valenzuela

Office Hours: Any time really!

Join Zoom Meeting <https://baruch.zoom.us/j/6723193295> **Meeting ID: 672 319 3295**

COURSE OBJECTIVES

The aim of the course is to provide students in the early stage of their graduate work with an overview of different research areas in marketing, as well as the current research topics that our doctoral faculty are working on. The goal is for students to leave the course with a stronger sense of their own research path and to foster collaborations with the faculty and other students in the respective departments as well as inter-disciplinary research activities. Students should be able to articulate the area of research interests by the end of the semester.

COURSE FORMAT AND CONTENTS

The course will consist of readings, discussion, in-class exercises, idea papers, and short presentations.

Formal Requirements:

(30%) In preparation for each class, students will generate: (1) summaries (a few paragraphs) of the main issues addressed by the readings (write a summary for each reading clearly stating the main question(s) addressed and their answer), and (2) one or two 'reaction' questions/comments for each reading regarding issues that you would like to discuss in class. The summaries and questions should be sent to me by e-mail right before we meet

(30%) Class participation: This includes the quality of your presentations (we will talk about this at the organizational meeting), how well you lead the discussions, and your overall participation in class.

(40%) There will also be a final idea paper (due December 15th). In this paper (10-15 pages, typed, 1 in. margins, double spaced, 12 pt. type), you will outline the theoretical framework supporting a particular research question and one or two experiments designed to test the unanswered question related to one of the class topics. In theory, this should be something that you're really interested in doing; it will be most valuable to you if you can tie it to something you're actually working on or would like to work on.

The course will provide an overview of the following topics:

Class / Date	Topics
1 (9/1)	Course Overview & Attend EMAC's CB SIG Donna Hoffman's Talk
2 (9/8)	ANA VALENZUELA – CULTURAL IDENTITY AND INDIVIDUAL DIFFERENCES
3 (9/15)	DIOGO HILDEBRAND – CONSUMER MOTIVATION
4 (9/22)	DIOGO HILDEBRAND – PRO SOCIAL BEHAVIOR
No classes 9/29 (MONDAY SCHEDULE)	
5 (10/6)	ANDY GREIN – INTERNATIONAL MARKETING BEST PRACTICES
6 (10/13)	TAMER CAVUSGIL - Megatrends of our times, current and future research topics in International Marketing
7 (10/20)	Karthik Sridhar– Use of Difference-in-Difference Empirical Analysis in Marketing.
8 (10/27)	CHUL KIM - Modeling Dynamics in Consumer Behavior using Field Experiments
9 (11/3)	TANUKA GOSHAL – SENSORY INFLUENCES IN CONSUMER BEHAVIOR
10 (11/10)	ZHUPING LIU - Understanding Consumer Behavior in Field Data
11a (11/17)	LILIA ZIAMOU – AVATARS AND SELF-REPRESENTATION

11b (11/20) 12:20 to 2pm	PRAGYA MATHUR – BRANDS & IMPLICIT THEORY
12 (11/24)	Ideas and Frameworks (AV)
13 (12/1)	Data Collection Design (AV)
14 (12/8)	Research Idea Presentations (AV)