



ZICKLIN
SCHOOL OF
BUSINESS



SYLLABUS
Mkt 88800: Selected Topics in Marketing: Marketing Models
Spring 2025

CONTACT INFORMATION

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Class: Fridays 2pm to 4pm
Location: VC 13-254

COURSE DESCRIPTION

This Ph.D. level seminar provides an in-depth exploration of advanced marketing models, emphasizing the development, application, and critical evaluation of quantitative approaches to understanding marketing phenomena. The course examines foundational and cutting-edge research on topics such as consumer choice modeling, digital marketing analytics, and marketing mix optimization.

Students will engage with theoretical frameworks, econometric techniques, and empirical methods used in marketing science, with a focus on integrating data-driven insights into actionable strategies. The course includes rigorous discussions of key academic papers and collaborative research projects to develop proficiency in applying these models to real-world marketing challenges.

By the end of the seminar, participants will be equipped with the tools and knowledge to advance scholarly contributions to the field of marketing, with a particular emphasis on innovation in model development and relevance to managerial decision-making.

COURSE FORMAT

The class will follow lecture and discussion format. Each week, students will be assigned a number of readings that they are required to read in depth and be prepared to discuss with other students. While reading each paper, pay close attention to the marketing model(s) used and identify its major strengths and weaknesses.

In addition, each paper will be pre-assigned to one student, who will provide a succinct summary of the research topic, methodology, strengths and weaknesses of the work and suggest a possible application for future work. This will be a starting point for further discussion of the paper. Note that even if you are not assigned a single reading during a week, you must read all the readings and be ready for a thoughtful discussion.

EVALUATION

Your performance in the class will be assessed through three components:

1. Class Participation (30% of the grade)
2. A mid-semester comprehensive review of a topic from your research interests (30% of the grade)
 - You will submit a written review of a topic of your research interest and present it to the class for about 20 minutes.
3. A end-semester research proposal that builds on the mid-semester review (40%)
 - You will submit a research proposal (in a slide deck with no more than 20 slides) that proposes an original research idea and present it to class for about 20 minutes.
 - The proposal should outline the gaps in the literature and why should potential audience be interested in what you are proposing.
 - You should outline at least one marketing model covered in the class that could be used to study your proposal.
 - My hope is that this proposal should lead to further investigation from your side outside of this class and result into a working paper on your own or collaboration with a fellow student or faculty.

Attendance for all class sessions is mandatory.

QUESTIONS TO ASK WHEN READING A PAPER

1. What is the research question?
2. What is the main result?
3. Does the interpretation follow the analysis?
4. How are the results communicated?

READINGS AND SCHEUDLES

Week 1: Introduction (January 31, 2025)

Moorthy, K. Sridhar. (1993). "Theoretical Modeling in Marketing," *Journal of Marketing*, 57 (2), 92- 106.

Reiss, Peter C. (2011). "Descriptive, Structural, and Experimental Empirical Methods in Marketing Research," *Marketing Science*, 30 (6), 950-964.

Goldfarb, Avi, Catherine Tucker, and Yanwen Wang. (2022). "Conducting Research in Marketing with Quasi-Experiments," *Journal of Marketing*, 86 (3), 1-20.

Week 2: Diffusion (February 7, 2025)

Bass, F.M. (1969). "A New Product Growth Model for Consumer Durable," *Management Science*, 15(5), 215-227.

Mahajan, Vijay, Eitan Muller, and Frank M. Bass. (1995). "Diffusion of New Products: Empirical Generalizations and Managerial Uses," *Marketing Science*, 14 (3), G79-G78.

Iyengar, Raghuram, Jae Young Lee, and Christophe Van Den Bulte. (2015). "Social Contagion in New Product Trial and Repeat," *Marketing Science*, 34 (3), 408-429.

Week 3: Choice Models (February 14, 2025)

Guadagni, Peter and John D. C. Little. (1983). "A Logit Model of Brand Choice Calibrated on Scanner Data," *Marketing Science*, 2 (3), 203-238.

Bucklin, Randolph E. and Sunil Gupta. (1992). "Brand Choice, Purchase Incidence, and Segmentation: An Integrated Modeling Approach," *Journal of Marketing Research*, 29(2), 201-215.

Chintagunta, Pradeep. (1993). "Investigating Purchase Incidence, Brand Choice and Purchase Quantity Decisions of Households," *Marketing Science*, 12 (2), 184-208.

Week 4: READING WEEK (NO CLASS, February 21, 2025)

Week 5: Heterogeneity (February 28, 2025)

Kamakura, Wagner A. and Gary I. Russell. (1989). "A Probabilistic Choice Model for Market Segmentation and Elasticity Structure," *Journal of Marketing Research*, 26 (4), 379-390.

Chintagunta, Pradeep K., Dipak C. Jain, and Naufel J. Vilcassim. (1991). "Investigating Heterogeneity in Brand Preferences in Logit Models for Panel Data," *Journal of Marketing Research*, 28 (4), 417-428.

Rossi, Peter E., Robert E. McCulloch and Greg M. Allenby. (1996). "The Value of Purchase History Data in Target Marketing," *Marketing Science*, 15 (4), 321-340.

Week 6: Spatial and Duration Models (March 7, 2025)

Jain, Dipak and Naufel Vilcassim. (1991). "Investigating Household Purchase Timing Decisions: A Conditional Hazard Function Approach," *Marketing Science* 10 (1), 1-23.

Naufel Vilcassim and Dipak Jain. (1991). "Modeling Purchase-Timing and Brand-Switching Behavior Incorporating Explanatory Variables and Unobserved Heterogeneity", *Journal of Marketing Research*, 28 (1), 29-41.

Bronnenberg, Bart J. and Vijay Mahajan. (2001). "Unobserved Retailer Behavior in Multimarket Data: Joint Spatial Dependence in Market Shares and Promotion Variables," *Marketing Science*, 20 (3), 284-299.

Week 7: Mid-Semester Presentation (March 14, 2025)

Week 8: Dynamic Models (March 21, 2025)

Erdem, Tülin and Michael P. Keane. (1996). "Decision-Making under Uncertainty: Capturing Choice Dynamics in Turbulent Consumer Goods Markets," *Marketing Science*, 15 (1), 1-21.

Sun, Baohong, Scott A. Neslin, and Kannan Srinivasan. (2003). "Measuring the Impact of Promotions on Brand Switching When Consumers Are Forward Looking," *Journal of Marketing Research* 40 (4), 389-405.

Dekimpe, Marnik G. and Dominique M. Hanssens. (1995). "The Persistence of Marketing Effects on Sales," *Marketing Science*, 14 (1), 1-21.

Week 9: Behavioral Economics (March 28, 2025)

Kahneman, D. and A. Tversky. (1979). "Prospect Theory: An Analysis of Decision under Risk," *Econometrica*, 47 (2) 263-291.

Thaler, Richard. (1985). "Mental Accounting and Consumer Choice," *Marketing Science*, 4(3), 199-214.

Laibson, David. (1997). "Golden Eggs and Hyperbolic Discounting," *Quarterly Journal of Economics*, 112 (2), 443-478.

Week 10: Advertising and Promotion (April 4, 2025)

Gupta, Sunil. (1988). "Impact of Sales Promotions on When, What and How Much to Buy," *Journal of Marketing Research*, 25 (4), 342-355.

Van Heerde, Harald J., Sachin Gupta, and Dick R. Wittink. (2003). "Is 75% of the Sales Promotion Bump due to Brand Switching? No, Only 33% Is," *Journal of Marketing Research*, 40 (4), 481-491

Mela, Carl F., Gupta, Sunil and Lehmann, Donald R. (1997). "The Long-Term Impact of Promotion and Advertising on Consumer Brand Choice", *Journal of Marketing Research*, 34 (2), 248-261.

Week 11: READING WEEK (NO CLASS, April 11, 2025)

Week 12. Word of Mouth (April 25, 2025)

Chevalier, Judith and Dina Mayzlin. (2006). "The Effect of Word of Mouth on Sales: Online Book Reviews." *Journal of Marketing Research*, 43 (3): 345-354.

Wendy Moe and David Schweidel. (2012). "Online Product Opinions: Incidence, Evaluation, and Evolution," *Marketing Science*, 31(3), 372-386.

Bollinger, Bryan, Kenneth Gillingham, A. Justin Kirkpatrick, and Steven Sexton. (2022). "Visibility and Peer Influence in Durable Good Adoption," *Marketing Science* 41(3), 453-476.

Week 13: Machine Learning and Artificial Intelligence (May 2, 2025)

Dzyabura, Daria, Siham El Kihal, John R. Hauser, and Marat Ibragimov. (2023). "Leveraging the Power of Images in Managing Product Return Rates," *Marketing Science* 42 (6), 1125-1142.

Troncoso, Isamar, and Lan Luo. (2023). "Look the Part? The Role of Profile Pictures in Online Labor Markets," *Marketing Science*, 42 (6), 1080-1100.

Liu Liu, Daria Dzyabura, and Natalie Mizik. (2020). "Visual Listening In: Extracting Brand Image Portrayed on Social Media," *Marketing Science*, 39(4), 669-686.

Week 14: Final Presentations (May 9, 2025)