

Discipline: [Marketing]

1. Language

English

2. Title

Marketing Strategy Performance: Theory, Models, and Empirical Applications

3. Lecturer

Prof. Dr. Marc Fischer

Prof. Dr. Simone Wies

Dr. Alexander Edeling

4. Date and Location

June 29 – July 2 , 2020

Fritz Thyssen Stiftung, Apostelnkloster 13-15, 50672 Köln

5. Course Description

5.1 Abstract and Learning Objectives

Against the background of increasing pressure from the capital market and major corporate trends such as digitization, marketing managers are more and more forced to demonstrate the performance and value relevance of their decisions. Marketing scholars have responded to this development and produced numerous articles that relate marketing decisions with the creation of market-based assets (e.g. customer satisfaction), product-market performance (e.g., market share), accounting performance (e.g., return on assets), and financial-market performance (e.g., stock returns). The course aims at providing an overview of this literature, both from a conceptual/model-based perspective and from an empirical point of view. After having attended the course, students should be able to:

- Understand central concepts of marketing strategy performance research and be able to establish links between these concepts;
- Understand the basics of market response modeling and recognize the relevance of model specification for the validity of empirical estimation results;
- Understand, categorize, and criticize high-quality (“A+”) articles within the research field;
- Know key data analysis methods within the research field including their scope of application as well as their limitations and conduct first own analyses using standard software (R);
- Develop relevant and interesting research questions with a potential for a high-quality publication.

5.2 Content

1. Market response modeling basics
2. The effect of marketing actions on mind-set metrics and product market performance
3. The marketing-finance interface
4. Marketing mix and shareholder value
5. Market-based assets and shareholder value
6. Dynamics of product and financial markets
7. Methodological applications

5.3 Schedule (including start and end time)

Monday, June 29, 9:00 a.m. – 5:00 p.m.

Tuesday, June 30, 9:00 a.m. – 5:00 p.m.

Wednesday, July 1, 9:00 a.m. – 5:00 p.m.

Thursday, July 2, 9:00 a.m. – 3:00 p.m.

5.4 Course format

Lecture, group discussion, student presentation, PC-based implementation

6. Preparation and Literature

6.1 Prerequisites

Participants should have some experience with empirical analyses, statistics, and econometrics.

Participants should have a basic understanding of conducting empirical analyses using R.

6.2 Essential Reading Material

Participants should read the following chapters/articles in preparation for the course:

Leeflang et al. (2015), *Modeling Markets: Analyzing Marketing Phenomena and Improving Marketing Decision Making*, New York et al.: Springer, 1-63 (chapters 1 and 2).

Katsikeas et al. (2016), "Assessing Performance Outcomes in Marketing," *Journal of Marketing*, 80 (March), 1-20.

Srinivasan and Hanssens (2009), "Marketing and Firm Value: Metrics, Methods, Findings, and Future Directions," *Journal of Marketing Research*, 46 (June), 293-312.

6.3 Additional Reading Material

Students will have to prepare a presentation regarding a research paper for the course.

6.4 To prepare

Students should familiarize themselves with the essential reading material. In addition, participants should have at least basic knowledge of the statistical software R. We recommend the following sources as a very good introduction to R:

- Datacamp's six-session introduction course: <https://www.datacamp.com/courses/free-introduction-to-r>
- Code School's seven-session online course: <http://tryr.codeschool.com>
- Book: Chris Chapman and Elea McDonnell Feit (2019), *R for Marketing Research and Analytics*, 2nd edition, New York et al.: Springer. (1st edition can also be used)

Students should bring a notebook with the software R (<http://www.r-project.org/>) and the editor R-Studio (<http://www.rstudio.com>) installed and ready to use.

Further, participants will be required to prepare a presentation on a research paper that deals with questions of marketing strategy performance. The assignment of papers to participants will take place when the list of participants is complete.

7. Administration

7.1 Max. number of participants

20

7.2 Assignments

Participants have to prepare and give a presentation on a research article (35% of course credit). Depending on the number of enrolled students, this presentation will be individual work or team work. In addition, the quality of class participation (including the software applications) is evaluated as well (25%). Finally, students have to hand in a research project brief at least 4 weeks after the course (40%) developed around a research idea advanced in class. We will block a session on the last day of the course to pitch the idea and get feedback from the class. The submitted research project brief should include at least a problem statement, literature review, conceptual and formal model, and a discussion of necessary data and sources. Empirical results are not required. The brief should be structured as a presentation and should be no longer than 12 slides excluding cover slide/references.

7.3 Exam To successfully pass this class, students must complete all assignments described above and receive a grade of 4.0 in each assignment (i.e., presentation research article, class participation, and research project brief).

7.4 Credits

This course is eligible for 6 ECTS

8. Arbeitszeitaufwand / Working Hours

Aufteilung der Arbeitsstunden / Working Hours	Stunden
<i>(z. B. Vorarbeiten / preparations: 30 h, aktive Mitarbeit / active participation: 100 h, Prüfungsvorbereitung / preparation for exam: 30 h, Prüfung / exam: 20 h ...)</i>	
<i>Preparation (Literature and presentation)</i>	50
<i>Active participation</i>	32
<i>Literature review</i>	50
<i>Assignments</i>	48
SUMME	180 h
ECTS: 6	