

Discipline: [Marketing]

1. Language

English

2. Title

Marketing Strategy Performance: Theory, Models, and Empirical Applications

3. Lecturers

Prof. Dr. Simone Wies (Goethe University Frankfurt)

Prof. Dr. Alexander Edeling (KU Leuven)

4. Date and Location

June 28-July 1, 2027

Domus Ideas, Komödienstraße 56/58, 50667 Köln (Germany)

5. Course Description

5.1 Abstract and Learning Objectives

Marketing decisions and activities shape the behavior of consumers, firms, and other market participants, with important implications for businesses, markets, and society. Against the background of major corporate and societal trends such as artificial intelligence, corporate sociopolitical activism, and geopolitical tensions, understanding and evaluating these implications has become increasingly important.

Marketing scholars from different research traditions have contributed to this understanding by examining how marketing decisions (e.g., new product introductions, major price changes, investing in digital sales channels, partnering with social-media influencers) relate to consumer perceptions and behaviors (e.g., customer satisfaction), product-market performance (e.g., market share), financial performance (e.g., return on assets), stock-market performance (e.g., stock returns), and broader societal outcomes (e.g., sustainability).

The course provides an overview of relevant conceptual frameworks, theoretical perspectives, and empirical approaches for studying these relationships. It draws from research from different areas of marketing and emphasizes how research questions, theoretical arguments, data, and methodological choices jointly contribute to the development of relevant and rigorous marketing research. 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 and interpretation of empirical estimation results;
- Understand, categorize, critically evaluate, and integrate high-quality research in the field;
- Know key quantitative research approaches, including their scope of application, strengths, and limitations, and gain initial practical experience with selected methods and analytical tools (e.g., R or Stata);
- Develop relevant and interesting research questions with a potential for a high-quality publication.

5.2 Content

1. Market response modeling basics
2. The organization and quantification of marketing activities and phenomena
3. The effect of marketing actions on mind-set metrics and product market performance
4. The relevance of marketing actions and marketing assets for creating firm value
5. Frameworks and current topics within marketing strategy research (e.g., creator economy, artificial intelligence, unethical firm behavior, corporate sociopolitical activism, geopolitical tensions)
6. Methodological applications in marketing strategy and marketing performance research

5.3 Schedule (including start and end time)

Monday, June 28, 2027, 9:00 a.m. – 5:00 p.m.

Tuesday, June 29, 2027, 9:00 a.m. – 5:00 p.m.

Wednesday, June 30, 2027, 9:00 a.m. – 5:00 p.m.

Thursday, July 1, 2027, 9:00 a.m. – 3:00 p.m.

5.4 Course format

Lectures, group discussions, student presentations, PC-based applications

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 how to conduct empirical analyses using statistical software such as SPSS, R, or Stata.

6.2 Essential Reading Material

Participants **need to** 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 (2), 1-20.

Morgan et al. (2019), "Research in Marketing Strategy," *Journal of the Academy of Marketing Science*, 47 (1), 4-29.

Edeling, Srinivasan, and Hanssens (2021), "The Marketing–Finance Interface: A New Integrative Review of Metrics, Methods, and Findings and an Agenda for Future Research," *International Journal of Research in Marketing*, 38 (4), 857-876.

Wang, Bendle, and Pan (2024), "Beyond Text: Marketing Strategy in a World Turned Upside Down," *Journal of the Academy of Marketing Science*, 52 (4), 939-954.

6.3 Additional Reading Material

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

6.4 Preparation Upfront

Students should familiarize themselves with the essential reading material (see "6.2 Essential Reading Material"). In addition, participants should have at least basic knowledge of statistical software like SPSS, R, or Stata and have it installed and ready to run on their laptops. 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>
- 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)

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.

Finally, participants will have to prepare a research pitch (which can be based on their own dissertation project or some new topic that they would like to explore).

7. Administration

7.1 Max. number of participants

20

7.2 Assignments

Participants have to deliver two presentations: one presentation on a published research article assigned to them (35% of course credit) and one pitch on a research idea they are currently working on. Students then have to hand in a research project brief (40% of course credit) four weeks after the course at the latest developed around the research pitch that they gave in class. We will block

presentation sessions throughout the four days 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. Finally, students are explicitly encouraged to participate in class discussions (25% of the course credit).

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 of research article, class participation, and research project brief).

7.4 Credits

The course corresponds to a scope of 6 LP/ECTS.

8. Working Hours

Allocation of Working Hours	Hours
<i>Preparation (Literature and presentation)</i>	50 h
<i>Active participation</i>	32 h
<i>Literature review</i>	50 h
<i>Assignments</i>	48 h
Sum	180 h