

## **KEY TOPICS IN MARKETING**

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This course will review major contributions and recent developments in marketing strategy. We will examine prevailing theories of competition and strategy, as well as emerging ones, to discuss their foundations and implications. Although scholars in marketing often focus on quantitative or behavioral approaches, many important topics in marketing can be analyzed from multiple perspectives due their complexity. Furthermore, within the behavioral or quantitative areas, scholars use a range of different paradigms, concepts, and methods in their research. Many doctoral seminars, however, focus on small set of conceptual approaches and methods. In contrast, this class provides Ph.D. students an introduction to a broad variety of conceptual, methodological, and paradigmatic approaches used in marketing. The main goal is to enable participants to generate new ideas, new research topics, and new applications for existing concepts and theories. The course will require that each participant be actively involved in each session. Seminar participants will be assigned readings to present or to discuss, but all participants will be expected to read every article assigned for every meeting. Based on these discussions, we will conclude each session with a discussion of potential new research questions that participants could explore to develop publishable research.