

Marketing classics

General information

7,5 ECT credits

Time: February- March

In 6-8 course meetings (2-4 h each)

English

Examination active participation and final term paper

Pass/fail

Offered at SLU, Department of Economics by Cecilia Mark-Herbert

Introduction

The marketing field offers a wide variety of perspectives and areas of applications. Understanding the development of the subject requires an understanding of the practical challenges and historical development. A chronological theoretical review reveals that the focus of interest and logic behind the various schools of thought are intimately tied to the perceived empirical challenges and contextual factors (such as politics) of the time. Key contributors in the marketing field have dominated this development and set the scene for what we currently perceive as marketing management. Given a great number of perspectives, epistemological standpoints and even ontological beliefs, marketing offers a variety of theoretical frameworks for understanding a large number of phenomena. Some examples of contemporary phenomena are the role of social media, brand equity, innovation management, relationship networks and partnership, social marketing, marketing ethics and corporate responsibility.

Learning outcomes

The learning objective of this course is related to providing an overview of academic classical marketing perspectives. After the course the students should be able to:

- present epistemological development in the marketing subject
- explain the grounds for their own perspectives in marketing research and
- demonstrate the ability to discuss interdependencies between practical marketing and the development of theories in marketing.

Content and design

In the beginning of the course we will read some well known classical texts that serve as an introduction to developments of the subject as well as sub-fields of the subject. In the subsequent part of the course students are asked to read contemporary readings as well as carefully selected marketing dissertations, in order to see how gain an understanding of the choices made in the presentations of the marketing perspectives. Efforts are made to make interdisciplinary connections with other sub disciplines of management. The course is aimed at both classical readings and contemporary streams of thought, what can be said to be on the research forefront in marketing.

Examination

The student performance in the course is evaluated through active participation in each seminar for which students are requested to write analytical notes in preparation. At the end of the course students are asked to write a course paper, in which they reflect on how marketing classics and contemporary marketing contributions influence their own research project.

The course is offered as integrated lectures and seminars, where the PhD-students participate actively in the dialogue. In preparation for each lecture, the lecturer has picked out some classical readings and some of her/ his own articles that make use of classical marketing theories. PhD students are expected to have read these readings and written a reflective analytical note (submitted at “ Fronter”) a day prior to the lecture (except for the first day of the course).

Requirements for passing the course:

- Active participation during all the lectures /seminars
- A submitted individual analytical note the day prior to the lecture
- An individual final paper, where each PhD student is asked to frame her/ his own research topic in terms of classical marketing research (max 1500 words not including references or appendices).

Readings in the course:

Baker, M & Saren, M. (2010) *Marketing theory* (2nd ed.). Sage publications Ltd., Leichester. (ISBN 9781849204668, soft back and ISBN 9781849204651)

(For more information – look at: <http://www.uk.sagepub.com/books/Book234411>)

Article readings suggested by the lecturers will be available on Fronter (which is connected to the course home page). This is where you turn in your analytical notes and the course paper.

A preliminary schedule (Jan 14th) All the lecture-seminars are given in Nannesson-rummet (the second floor at the Department of Economics, at SLU). This room is straight ahead as you come up the stairs.

Date (2012) Time	Lecturer	Contact information	Preliminary topics (more information at the start of the course)
9/2 13.15-16	Cecilia Mark-Herbert	cecilia.mark-herbert@slu.se	Welcome to the course Innovation
28 /2 13.15-16	Hans Jansson	hans.jansson@lnu.se	A historic overview Business marketing...
1 /3 13.15-16	Eva Gustafsson	Eva.Gustafsson@hb.se	Consumer perspectives Service marketing
8/3 13.15-16	Lars Hallén	lars.hallen@mdh.se	Creating business opportunities in networks
15/3 13.15-16	Bo Edwardsson	bo.edvardsson@kau.se	Service marketing
20/3 13.15-16	Johan Gaddefors	Johan.gaddefors@slu.se	Marketing and entrepreneurship
27/3 13.15-16	Cilla MH		Making use of the wisdom – PhD-student presentations