



University of Antwerp

**Faculty of Business
and Economics**

ADVANCED MARKETING COURSE INFORMATION

Prof. dr. Nathalie Dens
Prof. dr. Patrick De Pelsmacker
Prof. dr. Annouk Lievens
Prof. dr. Ingrid Moons

Academic year 2020-2021

Introduction

Course: Advanced Marketing

Credits: 6

Period: 2nd semester of first or second year of enrollment in Ph.D. programme

Start date: January 22

Participants: Mandatory for all Ph.D. students in the Faculty of Applied Economics marketing department. The course will only be taught if a minimum of 2 students enroll.

Contact: Prof. dr. Nathalie Dens (nathalie.dens@uantwerpen.be)

Evaluation: 2 written assignments, presentations and discussion

Objectives (expected learning outcomes)

Upon completion of this course, you should be able to:

- Understand a selected number of core marketing topics in depth
- Be able to summarize and apply seminal and up-to-date academic marketing literature
- Report both in writing and orally in a concise and structured manner
- Defend and discuss your position and train of thought
- Critically assess the work of others, both published and unpublished
- Better understand the review process by reviewing unpublished work of others

Suggested reading

- Arsel, Z. (2017). Asking questions with reflexive focus: A tutorial on designing and conducting interviews. *Journal of Consumer Research*, 44 (4), 939-948.
- Bagchi, R., Block, Lauren, Hamilton, R.W. & Ozanne, J.L. (2017). A field guide for the review process: Writing and responding to peer reviews. *Journal of Consumer Research*, 43 (5), 860-872.
- Bergkvist, L., Rossiter, J.R. (2007). The predictive validity of multiple-item versus single-item measures of the same constructs. *Journal of Marketing Research*, 44 (2), 175-184.
- Bergkvist, L., Langner, T. (2019). Four steps toward more valid and comparable self-report measures in advertising research. *International Journal of Advertising*, online first.
- De Pelsmacker, P. (2020). What is wrong with advertising research and how can we fix it? *International Journal of Advertising*, online first.
- Hayes, A.F. & Montoya, A.K. (2017). A tutorial on testing, visualizing, and probing an interaction involving a multicategorical variable in linear regression analysis, *Communication Methods and Measures*, 11 (1), 1-30.
- Jarvis, C.B., MacKenzie, S.B. & Podsakoff, P.M. (2003). A critical review of construct indicators and measurement model misspecification in marketing and consumer research. *Journal of Consumer Research*, 30 (2), 199-218.
- Morales, A.C., Amir, O. & Lee, L. (2017). Keeping it real in experimental research— Understanding when, where, and how to enhance realism and measure consumer behavior. *Journal of Consumer Research*, 44 (2), 465–476.
- Palmatier, R. W. (2017). Improving publishing success at JAMS: contribution and positioning. *Journal of the Academy of Marketing Science*, Vol. 44 (6), 655-659.
- Pieters, R. (2017). Meaningful mediation analysis: Plausible causal inference and informative communication. *Journal of Consumer Research*, 44 (3), 692-716.
- Pirlott, A. & MacKinnon, D. (2016). Design approaches to experimental mediation. *Journal of Experimental Social Psychology*, 66, 29-38.
- Rossiter, J.R. & Percy, L. (2017). Methodological guidelines for advertising research. *Journal of Advertising*, 46 (1), 71-82.
- Spencer, S.J. Zanna, M.P. & Fong, G.T. (2005). Establishing a causal chain: Why experiments are more effective than mediational analyses in examining psychological processes. *Journal of Personality and Social Psychology*, 89 (6), 845-851.
- Woodside, A. G. (2016). The good practices manifesto: Overcoming bad practices pervasive in current research in business. *Journal of Business Research*, 69 (2), 365-381.
- Wymer, W. (2017). Improving the quality of empirical nonprofit research: The focal constructs and their measures. *International Review on Public and Nonprofit Marketing*, 14, 137-148.

Assignments

Part 1: Academic reading assignment

▪ **Assignment:**

- Select 5 topics of the 6 topics from the list below. “Research methods” is recommended.
- Before January 22, submit your five topics to Prof. Dens by email
- For each of your selected topics, read all the listed papers (in Dropbox)
- The responsible professor(s) will pose questions per topic (no later than February 15)
- Answer the five questions in a **written report**. Deadline: March 31
 - Aim for 1500-2500 words per topic
- Defend your written report orally (**presentation and discussion**)
 - Presentations will be held in April and May (specific dates to be confirmed)
 - For each topic, prepare a Powerpoint presentation with your answer (max. 15 minutes)
 - For each paper that you are not presenting yourself, prepare 1 discussion question
 - Each student attends a total of 5 sessions, active participation is mandatory

Note: The required reading includes some of the most frequently cited seminal publications, as well as more recent articles. These articles have been collected in the Dropbox folder “Advanced Marketing”. For each topic, you will be required to look up additional studies in function of your specific questions.

▪ **Topics:**

1. Consumer behavior : P. De Pelsmacker & I. Moons

Friestad, M. & Wright, P. (1994). The persuasion knowledge model – How people cope with persuasion attempts. *Journal of Consumer Research*, 21 (1), 1-31.

Herr, P.M., Kardes, F.R. & Kim, J. (1991). Effects of word-of-mouth and product attribute information on persuasion – An accessibility-diagnostics perspective. *Journal of Consumer Research*, 17 (4), 454-462.

Klößner, C. A. (2013). A comprehensive model of the psychology of environmental behaviour — A meta-analysis. *Global environmental change*, 23 (5), 1028-1038.

Meyers-Levy, J. & Tybout, A.M. (1989). Schema congruity as a basis for product evaluation. *Journal of Consumer Research*, 16 (1), 39-54.

Vermeir, I., Weijters, B., De Houwer, J., Geuens, M., Slabbinck, H., Spruyt, A., ... & Verbeke, W. (2020). Environmentally sustainable food consumption: A review and research agenda from a goal-directed perspective. *Frontiers in Psychology*, 11, 1603.

White, K., Habib, R., & Hardisty, D. J. (2019). How to SHIFT consumer behaviors to be more sustainable: A literature review and guiding framework. *Journal of Marketing*, 83 (3), 22-49.

2. Marketing communications: N. Dens & P. De Pelsmacker

- Kamins, M.A. (1990). An investigation into the match-up hypothesis in celebrity advertising – When beauty may only be skin deep. *Journal of Advertising*, 19 (1), 4-13.
- Petty, R.E., Cacioppo, J. & Schumann, D. (1983). Central and peripheral routes to advertising effectiveness – The moderating role of involvement. *Journal of Consumer Research*, 10 (2), 135-146.
- Yi, Y.J. (1990). Cognitive and affective priming effects of the context for print advertisements. *Journal of Advertising*, 19 (2), 40-48.
- Eisend, M. & Tarrahi, F. (2016). The effectiveness of advertising: A meta-meta- analysis of advertising inputs and outcomes. *Journal of Advertising*, 45 (4), 519-531.
- Hollebeek, L.D., Glynn, M.S. & Brodie, R.J. (2014). Consumer brand engagement in social media: Conceptualization, scale development and validation. *Journal of Interactive Marketing*, 28 (2), 149-165.

3. Product management: N. Dens & A. Lievens

- Kazadi, K., Lievens, A., & Mahr, D. (2016). Stakeholder co-creation during the innovation process: Identifying capabilities for knowledge creation among multiple stakeholders. *Journal of Business Research*, 69(2), 525-540.
- Keller, K. L. (2020). Consumer research insights on brands and branding: a JCR curation. *Journal of Consumer Research*, 46(5), 995-1001.
- Nambisan, S., Lyytinen, K., Majchrzak, A., & Song, M. (2017). Digital Innovation Management: Reinventing innovation management research in a digital world. *MIS Quarterly*, 41(1), 223-238.
- Sorescu, A. (2017). Data-driven business model innovation. *Journal of Product Innovation Management*, 34(5), 691-696.
- Swaminathan, V., Sorescu, A., Steenkamp, J.B.E.M., O’Guinn, T.C.G. & Schmitt, B. (2020). Branding in a hyperconnected world: Refocusing theories and rethinking boundaries . *Journal of Marketing*, 2020, 84(2), 24-46.

4. Channel management: A. Lievens

- Balasubramanian, S., Raghunathan, R., & Mahajan, V. (2005). Consumers in a multichannel environment: Product utility, process utility, and channel choice. *Journal of Interactive Marketing*, 19 (2), 12-30.
- Gaski, F. (1984). The theory of power and conflict in channels of distribution. *Journal of Marketing*, 48 (Summer), 9-29.
- Grewal, D. & Roggeveen, A.L. (2020). Understanding retail experiences and customer journey management. *Journal of Retailing*, 96 (1), 3-8.
- Kumar, V. Morris, G. & Pancras, J. (2008), Cross-buying in retailing : Drivers and consequences. *Journal of Retailing*, 84 (1), 15-27.
- Petersen, J.A., McAlister, L., Reibstein, D. J., Winer, R.S., Kumar, V. & Atkinson, G.(2009). Choosing the right metrics to maximize profitability and shareholder value. *Journal of Retailing*, 85 (1), 95-111.

5. Services marketing: P. De Pelsmacker & A. Lievens

- Anderson, E.W., Fornell, C. & Rust, R.T. (1997). Customer satisfaction, productivity, and profitability: Differences between goods and services. *Marketing Science*, 16 (2), 129-145.
- Beirão, G., Patrício, L. & Fisk, R.P. (2017). Value cocreation in service ecosystems: Investigating health care at the micro, meso, and macro levels. *Journal of Service Management*, 28 (2), 227-249.
- Palmatier, R.W., Dant, R.P., Grewal, D. & Evans, K.R. (2006). Factors influencing the effectiveness of relationship marketing: A meta-analysis. *Journal of Marketing*, 70 (Oct), 136-153.
- Parasuraman, A., Zeithaml, V.A. & Berry, L.L. (1994). Reassessment of expectations as a comparison standard in measuring service quality: Implications for further research. *Journal of Marketing*, 58 (Jan), 111-124.
- Vargo, S.L. & Lusch, R.F. (2008). Service-dominant logic: Continuing the evolution. *Journal of The Academy of Marketing Science*, 36 (1), 1-10.

6. Research methods: N. Dens, P. De Pelsmacker & A. Lievens

- Vandecasteele, B. & Geuens, M. (2010). Motivated consumer innovativeness: Concept, measurement, and validation. *International Journal of Research in Marketing*, 27 (4), 308-318.
- Zhao, X., Lynch, J.G. & Chen, Q. (2010). Reconsidering Baron and Kenny: Myths and truths about mediation analysis. *Journal of Consumer Research*, 37 (2), 197-206.
- Geuens, M. & De Pelsmacker, P. (2017) Planning and conducting experimental advertising research and questionnaire design. *Journal of Advertising*, 46 (1), 83-100.
- Vargas, P.T., Duff, B.R.L. & Faber, R.J. (2017). A practical guide to experimental advertising research. *Journal of Advertising*, 46 (1), 101-114.
- Carpenter, M. A., Li, M., & Jiang, H. (2012). Social Network Research in Organizational Contexts: A Systematic Review of Methodological Issues and Choices. *Journal of Management*, 38(4), 1328-1361.

Part 2: Academic review assignment

Each student will receive two papers that were submitted to a peer-reviewed marketing journal. You will be asked to act as a reviewer for these two papers.

Write two review reports following the reviewer instructions of the journal.
You will then be provided with the original reviewers' reports.
Compare and discuss your review with the actual outcome.

This assignment will take place in May-June. You will be given 6 weeks to complete your reviews.

Reviews will be discussed in 2 group sessions. Active participation is mandatory.

Assessment method

- **Academic reading (2/3):**

Written report (take home exam)

Oral presentations + discussion

- **Academic review (1/3):**

Overall quality of review report

Discussion

Students need to pass each of the individual topics for the academic reading (part I) and the academic review (part II) to obtain the credits.

Contact information

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Course planning

Date	Subject
January 22	Deadline: Submit choice of 5 topics (Part I)
January 31	Latest date to receive questions (Part I)
March 31	Deadline: Submit written report (Part I)
April - May	Presentations (Part I)
May - June	Review report and discussion (Part II)