



University of Antwerp

**Faculty of Business
and Economics**

ADVANCED MARKETING COURSE INFORMATION

Prof. dr. Barbara Briers
Prof. dr. Nathalie Dens
Prof. dr. Annouk Lievens
Prof. dr. Ingrid Moons
Prof. dr. Lukar Thornton

Academic year 2024-2025

Introduction

Course: Advanced Marketing

Credits: 6

Period: Feb to Dec, first or second year of enrollment in Ph.D. programme

Start date: February 1

Participants: Mandatory for all Ph.D. students in the Faculty of Business & 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- Critically assess the work of others, both published and unpublished
- Better understand the review process by reviewing unpublished work of others

Assignments

Part 1: Academic reading assignment

▪ **Assignment:**

- For each of the five topics below, you will receive five selected references
- Read all the listed papers (in OneDrive)
- The responsible professor(s) will pose questions per topic (no later than March 1)
- Answer your assigned questions in a **written report**. Deadline: May 21, 10 am
 - Aim for no more than 1500 words per topic
- Defend your written report orally (**presentation and discussion**)
 - Presentations will be held in May and June (specific dates to be confirmed)
 - For each topic, prepare a Powerpoint presentation with your answer (max. 15 minutes)
 - Submit your presentation before the respective session starts
 - Each student attends all five sessions and is expected to actively participate in discussion

Note: The required reading includes some of the most frequently cited seminal publications, as well as more recent articles. Please divide the work to collect the papers in the OneDrive folder “Advanced Marketing”. For each topic, you will be required to look up additional studies in function of your specific questions. We encourage you to add these in a separate folder in OneDrive as well.

▪ **Topics:**

1. Consumer behavior : B. Briers & I. Moons

Botti, S., Iyengar, S. S., & McGill, A. L. (2022). Choice freedom. *Journal of Consumer Psychology, 33*(1), 143-166.

Cadario, R., & Chandon, P. (2020). Which healthy eating nudges work best? A meta-analysis of field experiments. *Marketing Science, 39*(3), 465-486.

Jiang, L., Hoegg, J., Dahl, D. W., & Chattopadhyay, A. (2010). The persuasive role of incidental similarity on attitudes and purchase intentions in a sales context. *Journal of Consumer Research, 36*(5), 778-791.

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

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: B. Briers & N. Dens

- 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.
- Berger, J. (2014). Word of mouth and interpersonal communication: A review and directions for future research. *Journal of Consumer Psychology*, 24(4), 586-607.

3. Value co-creation in marketing: I. Moons & A. Lievens

- Best, B., Miller, K., McAdam, R., & Maalaoui, A. (2022). Business model innovation within SPOs: Exploring the antecedents and mechanisms facilitating multi-level value co-creation within a value-network. *Journal of Business Research*, 141, 475-494.
- Hollebeek, L.D., Kumar, V., & Srivastava, R. K. (2022). From customer-, to actor-, to stakeholder engagement: Taking stock, conceptualization, and future directions. *Journal of Service Research*, 25(2), 328-343.
- 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.
- Ramaswamy, V., & Ozcan, K. (2016). Brand value co-creation in a digitalized world: An integrative framework and research implications. *International Journal of Research in Marketing*, 33(1), 93-106.
- Vargo, S.L. & Lusch, R.F. (2008). Service-dominant logic: Continuing the evolution. *Journal of The Academy of Marketing Science*, 36 (1), 1-10.

4. Channel management: A. Lievens & L. Thornton

- Grewal, D. & Roggeveen, A.L. (2020). Understanding retail experiences and customer journey management. *Journal of Retailing*, 96 (1), 3-8.
- Lemon, K. N., & Verhoef, P. C. (2016). Understanding customer experience throughout the customer journey. *Journal of Marketing*, 80(6), 69-96.
- Neslin, S. A. (2022). The omnichannel continuum: Integrating online and offline channels along the customer journey. *Journal of Retailing*, 98 (1), 111-132.
- Roggeveen, A. L., Grewal, D., & Schweiger, E. B. (2020). The DAST framework for retail atmospherics: The impact of in-and out-of-store retail journey touchpoints on the customer experience. *Journal of Retailing*, 96(1), 2128-137.
- Shaphali Gupta, Agata Leszkiewicz, V. Kumar, Tammo Bijmolt, Dmitriy Potapov (2020). Digital Analytics: Modeling for Insights and New Methods. *Journal of Interactive Marketing*, 51, 26-43.

5. Research methods: N. Dens & L. Thornton

- Rossiter, J.R. & Percy, L. (2017). Methodological guidelines for advertising research. *Journal of Advertising*, 46 (1), 71-82.
- Snyder, H. (2019) Literature review as a research methodology: An overview and guidelines. *Journal of Business Research*, 104, 333-339.
- Arsel, Z. (2017). Asking questions with reflexive focus: A tutorial on designing and conducting interviews. *Journal of Consumer Research*, 44 (4), 939-948.
- Bergkvist, L., Langner, T. (2020). Four steps toward more valid and comparable self-report measures in advertising research. *International Journal of Advertising*, 39 (5), 738-755.
- Geuens, M. & De Pelsmacker, P. (2017) Planning and conducting experimental advertising research and questionnaire design. *Journal of Advertising*, 46 (1), 83-100.

Part 2: Academic review assignment

Each student will receive one paper that was submitted to a peer-reviewed marketing journal. You will be asked to act as a reviewer for this papers.

Write a review report 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. Reviews will be discussed in group. Active participation is mandatory.

▪ Timing

Last day to receive paper: Sep 2

Submit review by Oct 10

Discussion session will be planned according to availability in Oct-Dec

▪ Some resources to help you get started:

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.

Palmatier, R. W. (2017). Improving publishing success at JAMS: contribution and positioning. *Journal of the Academy of Marketing Science*, Vol. 44 (6), 655-659.

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
February 1	Deadline: Enrollment
March 1	Latest date to receive questions (Part I)
May 21, 10 am	Deadline: Submit written report (Part I)
May - June	Presentations (Part I)
Sep 2	Last date to receive paper (Part II)
Oct 10	Deadline: Submit review (Part II)