

**MAR 7638: Marketing Theory  
Fall 2003  
Course Syllabus**

College of Business Administration  
University of Central Florida

Instructor : Dr. Yun-Oh Whang  
Assistant Professor of Marketing  
Office : BAII 308V  
Telephone : (407) 823-5355  
Email : [yun-oh.whang@bus.ucf.edu](mailto:yun-oh.whang@bus.ucf.edu)  
Course Web : <http://www.bus.ucf.edu/ywhang/>  
Office Hours : Monday/Wednesday 2:30 – 5:00 p.m.

**Course Overview**

An objective of a Ph.D. program is to train students to conduct scholarly research. It requires thorough understanding of various components of research process including research question formulation, theory building, empirical testing, data analysis, interpretation of the results, and presentation of the findings. This seminar is designed to discuss the research process and equip the students with necessary skills to execute it. In other words, the main objective of the seminar is to train students to be able to think as an academic researcher who can contribute to the knowledge of marketing (or other business related disciplines) by producing creative research papers.

Please note that being able to think as an academic researcher is not an easy task. People learn WHAT to think in undergraduate programs and extend it with advanced tools learned in MBA programs. However, a Ph.D. is expected to know HOW to think. It is a major shift from a passive absorber to an active creator of knowledge. This transformation requires the ability to see a bigger picture of academic research. To do so, it is necessary to understand various philosophies of science and research methods. This seminar extends its scope to cover these aspects of academic research in addition to the actual research process.

**Course Objective**

1. Understand what academic research is.
2. Understand various research methods.
3. Understand the components of research process.
4. Understand the skills for conducting research.
5. Understand the major marketing theories and its developments.

## **You Will Learn from The Course,**

1. How to formulate a research question.
2. How to develop a theory to answer the research question.
3. How to design a study to empirically test the theory.
4. How to analyze the collected data.
5. How to interpret the results.
6. How to present the research in a publishable form.

## **Course Materials**

There are no required textbooks. Instead, published articles and book chapters will be chosen for discussion for each session. It is students' responsibility to obtain the assigned readings and read it before each session.

Course web site : <http://www.bus.ucf.edu/ywhang/mar7638/> (updated regularly throughout the semester)

Please visit the course web site regularly for course information, lecture slides, assignments, readings, grades, and announcements. The course web site will be heavily used throughout the course, and some assignments are submitted through the web as well. Please remember that it is your responsibility to make sure you get all the information posted on the course web site.

## **Course Requirements**

### ***1. Attendance***

Your presence in class is essential to your ability to understand and apply the material covered in this course. Treat this class as you would any other professional obligation. By accepting a job you are making an implicit commitment to attend work regularly. By registering for this class you make a similar commitment. Also, try to avoid being consistently late for class. This tends to be quite distracting and disruptive for the rest of the students. If you are late, please wait until the break or the end of the class to collect any handouts or returned assignments.

Absence from class does not exempt you from being responsible for all the material covered in class and being aware of any announcements made in class. If you miss class it is your responsibility to obtain the lecture or discussion notes and handouts, if any, from your classmates.

### ***2. Class Participation***

As in your forthcoming career, you are expected to regularly participate in class discussions, which will be led by the instructor. Class participation is graded and the following guidelines will help you be an effective participant.

- (1) Make sure to read the assigned readings, and think about them in depth before coming to class.
- (2) Provide inspiration by,
  - applying conceptual materials from the book chapters, lectures, and past marketing classes to the issue being discussed,
  - applying external business world knowledge to the issue being discussed,
  - integrating comments of previous students
  - reaching back to something said previously in the discussion that is pertinent at the present moment,
  - taking issue with classmate's analysis (civilly!),
  - pulling together material from several places in the text and readings,
  - drawing parallels from previous lectures and chapters read earlier,
  - tying in briefly an experience you have had that is relevant to the discussion
  - by generally demonstrating that you have read and given careful thought to the readings for the day.
- (3) While implementing the above guidelines, always try to be logical and structured.
- (4) Finally, I will cold-call students to assess the level of preparation and involvement. So, please be prepared to participate in every class.

Please note that class participation also takes into account student activities that disrupt and/or hamper good class discussions. These include engaging in private conversations with fellow students, making discourteous remarks about other students, reading outside materials during class, and arriving late for class. Engaging in these kinds of activities will greatly lower one's class participation grade, regardless of how valuable a student's contributions are.

### 3. *Exams*

Exams will assess knowledge of key concepts and the ability to apply these concepts to marketing problems. There will be two in-class exams with essay questions (check the schedule for exam dates). The final exam will be a comprehensive exam covering all the materials including the lectures and class discussions throughout the whole semester. All exams are **closed-book and closed-notes**. Consistent with University Policy, no make-up exams will be offered except for documented medical emergencies. In such case the instructor reserves the right to change the content and format of the make-up exam.

### 4. *Assignments*

There are **8 assignments**, which can be found in the course schedule. The assignments are closely tied to the lectures of the due dates.

### 5. *Final Project*

Each student in the class is required to submit a draft of a research paper by the end of the semester. If you have completed the assignments, the final project becomes an integration of the assignments in a journal paper format. Actual data collection is not required, but strongly recommended. If real data is not available, data can be made up to demonstrate the ability to analyze the data and present the results. Each student will be asked to present the paper at the end of the semester and critique the others'. Further details of the final project will be provided in the class.

**Grading**

<b>1. Assignments</b>		<b>80 points</b>
Each	10 points	
<b>2. Exams</b>		<b>150 points</b>
Midterm	50 points	
Final	100 points	
<b>3. Final Project</b>		<b>150 points</b>
Paper	100 points	
Presentation	50 points	
<b>4. Class Participation</b>		<b>120 points</b>
		-----
<b>Grand Total</b>		<b>500 points</b>

**Grade Distribution**

450 –	A
435 – 449	A-
415 – 434	B+
400 – 414	B
385 – 399	B-
365 – 384	C+
350 – 364	C
335 – 349	C-
315 – 334	D+
300 – 314	D
– 299	F

**Academic Integrity**

Plagiarism, communicating with fellow students during an exam and other forms of academic dishonesty will be dealt within a manner consistent with University policy.

### Course Schedule

\* Due to the international trip schedule of the instructor, there will be no class in the first week (8/26). This class will be made up later in the semester.

Date	Topic	Assignments
8/26*	No Class	▪ Assignment 1 due
9/2	Course Introduction: Why are you in a Ph.D. program?	
9/9	What is Science and Research?	
9/16	History of Marketing Knowledge	▪ Final project proposal due
9/23	Theory Building	▪ Assignment 2 due
9/30	Hypothesis Testing	▪ Assignment 3 due
10/7	Scales and Measurement	▪ Assignment 4 due
10/14	Data Analysis Tools	▪ Assignment 5 due
10/21	Midterm Exam	
10/28	Phenomenon, Theory, and Method I: Behavioral Approach	▪ Assignment 6 due
11/4	Phenomenon, Theory, and Method II: Analytical Modeling Approach	▪ Assignment 7 due
11/11	Phenomenon, Theory, and Method III: Empirical Modeling Approach	▪ Assignment 8 due
11/18	Writing and Publishing Research Papers	
11/25	Final Project Presentation I	▪ Final Project Due
12/2	Final Project Presentation II	
12/9	Final Exam	▪ 1:00 – 3:50pm

### Important Dates

Month	Date	Task
September	16	Final project proposal due
October	21	Midterm exam
November	25	Final project paper due
December	9	Final exam (1:00 – 3:50pm)