MKTG 6106 (Fall 2018)
ADVANCED TOPICS IN MARKETING
(SEMINAR IN MARKETING STRATEGY)
Dr. Dipankar Chakravarti

DETAILED READING LIST

MODULE 1: MACRO PERSPECTIVES

August 24 COURSE OVERVIEW: A PRACTITIONER FRAMEWORK

Foundational Reference Texts:

Contemporary References:

August 31 MARKETING: ROLE IN CREATING FIRM & SOCIETAL VALUE

Foundational:

Contemporary:

Review/Synthesis:
September 7  MARKETING: ROLE WITHIN THE ORGANIZATION

Foundational:

Contemporary:

Review/Synthesis:

MODULE 2: THE FIRM AND ITS MARKETS

Foundational:

Contemporary:

Review/Synthesis:
September 21:  COMPETITION & COMPETITIVE ADVANTAGE

Foundational:

Contemporary:

Review/Synthesis:

September 28 INNOVATION, ADOPTION & DIFFUSION PROCESSES

Foundational:

Contemporary:

Review/Synthesis:
October 5:  MARKET STRUCTURE AND SEGMENTATION

Foundational:

Contemporary:

Review/Synthesis:

October 12   Flex Date (Schedule TBD)

MODULE 3: MANAGING THE MARKETING MIX

October 19:  BRANDING AND BRAND EQUITY

Foundational:

Contemporary:

Review/Synthesis:
October 26: PRODUCTS AND SERVICE

Foundational:

Contemporary:

Review/Synthesis:

November 2 MARKETING COMMUNICATIONS

Foundational:

Contemporary:

Review/Synthesis:
Foundational:

Contemporary:
3. Hui, Sam K., J. Jeffrey Inman, Yanliu Huang and Jacob Suher (2013) The Effect of In-Store Travel Distance on Unplanned Spending: Applications to Mobile Promotion Strategies” *Journal of Marketing*, 77, 2, (March), 1-16.

Review/Synthesis:

Additional Readings on Participative Pricing:
Foundational:


Contemporary:


Review/Synthesis:


Foundational:


Contemporary:


Review/Synthesis:


December 7  Class Presentations (Class will start at 1.30 p.m.)

Course Summary

Review/Synthesis:

December 15 Revised Term Papers Due