Amsterdam Business Research Institute

Specialization Seminars in Marketing
Course Manual
Academic year 2020-2021
Course title: Specialization Seminars in Marketing

Coordinator(s): prof. dr. ir. P.W.J. Verlegh

Lecturer(s): prof. dr. ir. P.W.J. Verlegh

Study period: March 2021 – May 2021 (Period 5)

ECTS: 6 ECTS

Tuition: €1250
20% discount on early bird registration: €1000

Course Objective: The goals of this course are that after successful completion of the course, students have:
• developed the ability to synthesize the literature and integrate knowledge in the field of marketing, and formulate possible research directions based on that
• developed the ability to critically analyze and evaluate current marketing research
• developed the ability to communicate (present and discuss) with other experts about the current theory and research in marketing research questions in marketing.

Course content: Marketing is a distinct research field with its own traditions and standards. It is typically divided into three interrelated sub fields; the areas of consumer behaviour, and marketing strategy and modelling.
The advanced seminars in Marketing discuss key insights and recent advances in these subfields to gain understanding of the current issues and research challenges. This course will draw exclusively on academic papers from leading journals and will feature interactive presentations by established senior faculty, as well as research presentations by up and coming junior School members. Participants are expected to actively participate in class discussions and to critically review and present assigned papers.

• Consumer Behavior (6 sessions)
This topic is discussed based on recent insights taken from a number of recent papers from top journals in our field.
• Marketing Strategy & models (6 sessions)
This session introduces the general field of marketing strategy and modelling, which uses insights from customer and market data, but also manager surveys to obtain insights.
**Teaching Methods**  Weekly: Interactive lectures (four hours per week) over a period of 6 weeks, with a combination of lectures, student presentations and in-class discussions.

**Assessment**  The final grade consists of:
- Individual examination (70%): written; open questions
- Class participation and presentation (30%)

Conditions to pass the course:
- Attendance is mandatory, and students come prepared.

**Literature**  Articles from current marketing literature, exact list will be distributed via Canvas.

**Target Audience**  Due to the entry requirements of the programme, the courses of the Research Master Business in Society are only available for students registered for this Master's programme and, upon approval by the programme director, to other Research Master programmes or PhD students.