MARKETING THEORY
FALL 2016

Dr. Arturo Z. Vásquez-Párraga (arturo.vasquez@utrgv.edu)  Office: BA 211E
Classroom: BA 112  Phone: 665-5204
Class time: Tuesday 1:20 – 3:50 pm  Office Hours: W 1-3 pm
and by appointment

TEXTBOOK AND RESOURCE MATERIAL:

The journal articles and book chapters listed in the COURSE OUTLINE BELOW.

COURSE GOALS:

The seminar is designed to:
1) Develop the conceptual and analytical tools necessary to generate and critically evaluate theoretical contributions in Marketing and other business disciplines
2) Acquire and critically evaluate fundamental knowledge of and about Marketing as a field of study
3) Discuss and critically evaluate controversial conceptual issues relevant to the advancement of Marketing as a discipline.

LEARNING OBJECTIVES:

At the completion of this course, and to achieve the above goals, the student will be able to:

1. Demonstrate a thorough understanding of Marketing Theory concepts and practices.
2. Validate a substantial knowledge of the several supporting and opposing views influencing Marketing Theory thinking.
3. Establish a competence to develop and complete a term paper on a relevant research topic.
4. Exhibit an ability to engage in debate and constructive criticism in class discussions.
5. Reveal a talent to perform critical thinking and intellectual contribution.

The course objectives align with the PhD goals as follows:

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<tr>
<th>PhD Goals</th>
<th>Whose Goal?</th>
<th>This course:</th>
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<tbody>
<tr>
<td>The acquisition of advanced knowledge in the area of specialization</td>
<td>Major &amp; College</td>
<td>✔</td>
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<tr>
<td>The development of advanced theoretical or practical research skills in the area of specialization</td>
<td>Major &amp; College</td>
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<td>Preparation for teaching responsibilities in higher education (for those students who expect to enter teaching careers)</td>
<td>Major &amp; College</td>
<td>✔</td>
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<tr>
<td>Dissertation, or equivalent, demonstrating personal integration of, and original intellectual contribution to the field of knowledge</td>
<td>Major &amp; College</td>
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PERFORMANCE MEASURES AND GRADING POLICIES:

The following performance activities and the rewards assigned to them are designed to match these objectives as follows:

- 25% Weekly homework includes written answers to the questions provided
- 25% Participation in the weekly Socratic class discussions of course topics in class
- 15% Online discussion of the questions mostly generated from each power point presentation. Some discussions will relate to intriguing or controversial topics
- 5% Power point presentation based on a set of additional readings (group of journal articles chosen by the student) that pertain to a specific subject as defined in the syllabus
- 10% Comprehensive exam
- 20% Process of developing a research paper including an extended abstract, a complete proposal, and a final written paper

The homework will consist of take-home lists of questions to be individually answered. The answers will be crafted on the basis of the assigned readings but avoiding summaries of the articles and plain opinions. Each answer must reflect a good understanding of the topic being examined and/or critically evaluated. The homework will be submitted as assignment using Blackboard before the scheduled class starts. Use the following format for the file title: Assignment # X_Your last name. Because, the class discussion will focus on the same questions plus added questions as needed, it is advisable you print a copy of your assignment using wider margins, more spaces or suitable formats that allow you to add your own notes during the discussions. Your homework will be evaluated and graded using Blackboard. Plagiarism is absolutely forbidden. Any occurrence of plagiarism will be immediately reported to the Dean of Students for him/her to judge the misconduct and its consequences according to the University rules and procedures.

The questions and answers will be used as part of the in-class discussion of the scheduled topics. Each student is expected to participate intensely in the Socratic seminar designed for this class. Previous students benefited from taking organized notes during the class discussions; helped speedy preparation for the exam; became particularly handy when getting ready for the comps later.

The power point presentation will be based on a set of additional readings (group of journal articles chosen by the student) that pertain to a specific subject as defined in the syllabus. The presentation will include an in-depth summary of the topic with focus on the subject matter, not the articles or the authors. Nonetheless, the student can produce (for his/her own use) a summary of each article resulting from an efficient and effective reading of the assigned articles as suggested in the guidelines provided by the instructor (“EFFICIENT AND EFFECTIVE READING: Why and how to read a 20-page journal article in 20 minutes”). The presentation will close with a set of 3-5 questions designed for the online class discussion that will take place the week that follows. The presentation will be delivered using Blackboard on the deadline that is indicated in the syllabus. Use the following format for the file title: Presentation of Additional Readings # X_Your last name. The same presentation will be forwarded to the class as an attachment to the discussion of the questions posted.

There will be weekly online discussions using Blackboard. Pertaining questions will be posted in Blackboard Discussion Board. After reading the assigned materials and related questions, the student will react to it by posting his/her answers to questions during the first 3 days of the assigned week and replying to another student’s posting, answering another student’s or instructor’s questions and following up discussions at least 3 times per discussion forum.

The exam will consist of in-depth questions on fundamental issues in marketing theory. The format of the exam will be similar to the doctoral comprehensive exam that you must pass to advance to the dissertation stage. It will
be composed of essay questions that evaluate your understanding of the major topics dealt with in the course. The same grading standards that are used in the comprehensive exams will be used in grading this exam. A premium will be placed on your ability to integrate, synthesize, and advance the literature that pertains to the exam question. There will be no make-up exams.

The research paper on a conceptual topic will be developed in three stages:
1) An extended abstract due on September 20 (3%)
2) A complete proposal due on October 18 (7%)
3) A final written paper (manuscript) due on December 13 (10%)

Stages 1 and 2 will be followed by a detailed instructor’s feedback. The final paper should be crafted on the basis of feedback received and be suitable for submission to the Journal of Marketing or another major theoretical journal or conference in the marketing field. The student should indicate the targeted publication outlet. The resulting paper should conform to the length, style, and format required for an article to be published in the Journal of Marketing. The final paper should be delivered using Blackboard on December 13. Use the following format for the file title: Final Paper_Your last name.

Unless a student experiences an exceptional hardship (e.g., death in family), deadline extensions will absolutely not be granted. Success in the academic field is dependent on your ability to meet deadlines.

GRADING SYSTEM:

The grades will be computed using the university system as follows:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Range</th>
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<tr>
<td>A</td>
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<td>B</td>
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<tr>
<td>D</td>
<td>60-69</td>
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<tr>
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<td>&lt;60</td>
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COURSE OUTLINE

I. NATURE AND SCOPE OF MARKETING

1) MARKETING AS A CONCEPT: CLASSIC VIEW (Readings Set # 1): (Homework is due: 9/5/16)

Kotler, P. (1972), A Generic Concept of Marketing. JM
Laczniak, G. and D. Mitchie (1979), The Social Disorder of the Broadened Concept of Marketing. JAMS
Hunt, S. (1976), The Nature and Scope of Marketing. JM
Hyman, M., R. Skipper, and R. Tansey (1991), Two Challenges for the Three Dichotomies Model. [Hunt-2]\(^b\)
Robin, D. (1991), Comments on Two Challenges for the Three Dichotomies Model. [Hunt-2]\(^b\)
Hunt, S. (1991), The Three Dichotomies Model Revisited: Is the Total Content of Marketing Thought Normative? [Hunt-2]\(^b\)
Waterschoot, W. and C. Van den Bulte (1992), The 4P Classification of the Marketing Mix Revisited. JM
Baker, M. (2010), Marketing - Philosophy or Function? [Baker]\(^c\)
Hunt, S. (2010), Introduction (Ch. 1). [Hunt-1]\(^a\)
2) MARKETING AS A CONCEPT: NEW TRENDS (Readings Set # 2): (Due: 9/5/16)

Nakata, C. and K. Sivakumar (2001), Instituting the Marketing Concept in a Multinational Setting: The Role of National Culture. JAMS
Homburg, C. and O. Jensen (2007), The Thought Worlds of Marketing and Sales: Which Differences Make a Difference? JM
Vargo, S. and R. Lusch (2008), Service-dominant Logic: Continuing the Evolution. JAMS
Homburg, C., J. Wieseke, and T. Bornemann (2009), Implementing the Marketing Concept at the Employee-Customer Interface: The Role of Customer Need Knowledge. JM
Humphreys, A. (2010), Megamarketing: The Creation of Markets as a Social Process. JM
Kotler, P. (2011), Reinventing Marketing to manage the Environmental Imperative. JM
Wilkie, W. and E. Moore (2012), Expanding our Understanding of Marketing in Society. JAMS
Achrol, R. and P. Kotler (2012), Frontiers of the Marketing Paradigm in the Third Millennium. JAMS

Additional Readings # 2: [To be summarized and presented by student MIAMI on 9/5/16]

Vargo, S. and R. Lusch (2004), Evolving to a New Dominant Logic for Marketing. JM
Day, G. et al. (2004), Invited Commentaries on “Evolving to a New Dominant Logic for Marketing.” JM
Maglio, P. and J. Spohrer (2008), Fundamentals of Service Science. JAMS
Arnould, E. (2008), Service-dominant Logic and Resource Theory. JAMS
Madhavaram, S. and S. Hunt (2008), The Service-dominant Logic and a Hierarchy of Operant Resources: Developing Masterful Operant Resources and Implications for Marketing Strategy. JAMS
Barons, S. and K. Harris (2008), Consumers as Resource Integrators. JMM
Pereira, M. and M. Heath (2008), (Mis)trust in Marketing: A Reflection on Consumers’ Attitudes and Perceptions. JMM
Mele, C., J. Pels, and K. Storbacka (2015), A Holistic market Conceptualization. JAMS

3) MARKETING AS A DISCIPLINE(Readings Set # 3): (9/12/16)

Hunt, S. (1992), Marketing Is... JAMS
Albaum, G. (1992), What is Marketing? A Comment on 'Marketing Is...' JAMS
Lusch, R. (1992), Barriers to Marketing Becoming What It May Be: Individual Versus Community Costs. JAMS
Malhotra, N. (1999), Guest Editorial: The Past, Present, and Future of the Marketing Discipline. JAMS
Bolton et al. (2005), Marketing Renaissance Opportunities and Imperatives for Improving Marketing Thought, Practice and Infrastructure. JM
Rust, R. (2006), From the Editor: The Maturation of Marketing as a Academic Discipline. JM
Kumar, V. (2015), Evolution of Marketing as a Discipline: What Has Happened and What to Look Out For. JM
Additional Readings #3: [To be summarized and presented by student DENVER on 9/12/16]

Fisk, G. (1999), Reflection and Retrospection: Searching for Visions in Marketing. JM
Malhotra, N., M. Peterson, and S.B. Kleiser (1999), Marketing Research: A State-of-the-Art Review and Directions for the Twenty-First Century. JAMS
McDonald, M. (2009), The Future of Marketing: Brightest Star in the Firmament or a Fading Meteor? Some Hypotheses and a Research Agenda. JMM

II. ROLE OF MARKETING IN THE ORGANIZATION

4) Marketing’s Contribution to MISSION and STRUCTURE (Readings Set #4): (9/19/16)

Homburg, C., J. Workman, and H. Krohmer (1999), Marketing’s Influence Within the Firm. JM
Maltz, E. and A. Kohli (2000), Reducing Marketing’s Conflict with Other Functions: The Differential Effects of Integrating Mechanisms. JAMS
Coviello, N. et al. (2002), How Firms Relate to Their Markets: An Empirical Examination of Contemporary Marketing Practices. JM
Nath, P. and V. Mahajan (2008), Chief Marketing Officers: A Study of Their Presence in Firms’ Top Management Teams. JM
Verhoef, P. and P. Leeflang (2009), Understanding the Marketing Department’s Influence within the Firm. JM
Uslay, C., Z. Altintig, and R. Winsor (2010), An Empirical Examination of the "Rule of Three": Strategy Implications for Top Management, Marketers, and Investors. JM
Nath, P. and V. Mahajan (2011), Marketing in the C-Suite: A Study of Chief Marketing Officer Power in Firms’ Top Management Teams. JM
Jaworski, B. (2011), On Managerial relevance. JM
Lee, J.Y., I.V. Kozlenkova, and M.S. Johnson (2015), Structural Marketing: Using Organizational Structure to Achieve Marketing Objectives. JAMS

5) Marketing’s Contribution to STRATEGY FORMULATION: COMPETITIVE STRATEGY (Readings Set #5): (9/26/16)

Vorhies, D. and N. Morgan (2005), Benchmarking Marketing Capabilities for Sustainable Competitive Advantage. JM
Lamb, S., F. Krans, and M. Ahearne (2010), The Diffusion of Marketing Orientation Throughout the
Organization: A Social Learning Theory Perspective. JM
Kumar, V. et al. (2011), Is Market Orientation a Source of Sustainable Competitive Advantage or Simply the Cost of Competing? JM
Chen, K., A. Chen, and K. Zhou (2014), Strategic Orientation, Foreign Parent Control, and Differentiation Capability Building of International Joint Ventures in an Emerging Market. JIM
Moorman, C. (2016), Celebrating Marketing’s Dirty Word. JAMS
McAllister, L. (2016), Rigor Versus Method Imperialism. JAMS

Additional Readings # 5: [To be summarized and presented by student NEW YORK on 9/26/16]

Parasuraman, A. (1997), Reflections on Gaining Competitive Advantage Through Customer Value. JAMS
Slater, S. (1997), Developing a Customer Value-Based Theory of the Firm. JAMS
Hollander, S., W. Keep, and R. Dickinson (1999), Marketing Public Policy and the Evolving Role of Marketing Academics: A Historical perspective. JPP&M
McNaughton, R. et al. (2001), Marketing Orientation and Firm Value. JMM
Grewal, R. and P. Tansuhaj (2001), Building Organizational Capabilities for Managing Economic Crisis: The Role of Market Orientation and Strategic Flexibility. JM
Slotegraaf, R., C. Moorman, and J. Inman (2003), The Role of Firm Resources in Returns to Market Deployment. JMR
Rust, R. et al. (2004), Measuring Marketing Productivity: Current Knowledge and Future Direction. JM
Slater, S., T. Hult and E. Olson (2007), On the Importance of Matching Strategic Behavior and Target Market Selection to Business Strategy in High-tech Markets. JAMS
Fang, E., R. Palmatier, and J-B. Steenkamp (2008), Effect of Service Transition Strategies on Firm Value. JM
Srinivasan, S. and D. Hanssens (2009), Marketing and Firm Value: Metrics, Methods, Findings, and Future Directions. JMR
Various Authors (2009), Commentaries and Rejoinder to “Marketing and Firm Value: Metrics, Methods, Findings, and Future Directions.” JMR
Joshi, A. and D. Hanssens (2010), The Direct and Indirect Effects of Advertising Spending on Firm Value. JM
Webster, C. and A. White (2010), Exploring National and Organizational Culture Mix in Service Firms. JAMS
Fuchs, C., E. Prandelli, and M. Schreier (2010), The Psychological Effects of Empowerment Strategies on Consumers' Product Demand. JM
Peattie, K. and F-M. Belz (2010), Sustainable Marketing: An Innovative Conception in Marketing. MR St. G
Kaleka, A. (2011), When Exporting Manufacturers Compete on the Basis of Service: Resources and Marketing Capabilities Driving Service Advantage and Performance. JM
Homburg, C., M. Muller, and M. Klarmann (2011), When Should the Customer Really be King? On the Optimum Level of Salesperson Customer Orientation in Service Encounters. JM

6) Marketing’s Contribution to STRATEGY FORMULATION: FIRM PERFORMANCE (Readings Set #6): (10/3/16)

Vorhies, D. and N. Morgan (2003), A Configuration Theory Assessment of Marketing Organization Fit with Business Strategy and Its Relationship with Marketing Performance. JM
Song, M. A. Di Benedetto, and R. Nason (2007), Capabilities and Financial Performance: The Moderating Effect of Strategic Type. JAMS
Homburg, C., M. Droll and D. Tolzek (2008), Customer Prioritization: Does It Pay Off, and How Should It Be Implemented? JM
Ramaswami, S., R Srivastava and M. Bhargava (2009), Market-based Capabilities and Financial Performance of Firms: Insights into Marketing’s Contribution to Firm Value. JAMS
Subramanian, R., K. Kumar, and K. Strandholm (2009), The Role of Organizational Competencies in the Market-Orientatation-Performance Relationship. IJC&M
Morgan, N. (2012), Marketing and Business Performance. JAMS
Holm, M., V. Kumar, and C. Rohde (2012), Measuring Customer Profitability in Complex Environments: An Interdisciplinary Contingency Framework. JAMS

Additional Readings # 6: [To be summarized and presented by student HOUSTON on 10/3/16]

Niraj, R., M. Gupta and C. Narasimhan (2001), Customer Profitability in a Supply Chain. JM
Atuahene, K. and J. Murray (2004), Antecedents and Outcomes of Marketing Strategy Comprehensiveness. JM
Mantrala, M., P. Naik, S. Sridhar, and E. Thorson (2007), Uphill and Downhill? Locating the Firm on a Profit Function. JM
Song, M. and M. Parry (2009), The Desired Level of Market Orientation and Business Unit Performance. JAMS
Grewal, D. et al. (2009), Evaluation of Subsidiary Marketing Performance: Combining Process and Outcome Performance Metrics. JAMS
Kumar, V., R. Venkatesan, and W. Reinartz (2008), Performance Implications of Adopting a Customer-Focused Sales Campaign. JM
Morgan, N. and L. Rego (2009), Brand Portfolio Strategy and Firm Performance. JM
Tuli, K. and S. Bharadwaj (2009), Customer Satisfaction and Stock returns Risk. JM
Tarasi, C. et al. (2011), Balancing Risk and Return in a Customer Portfolio. JM
Selnes, F. and M. Billet (2011), Commentaries and rejoinder to "Balancing Risk and Return in a Customer Portfolio." JM
Bharadwaj, S., K. Tuli, and A. Bonfrer (2011), The Impact of Brand Quality on Shareholder Wealth. JM
O’Connell, V. and D. O’Sullivan (2011), The Impact of Customer Satisfaction on CEO Bonuses. JAMS
Leonidou, C., C. Katsikeas, and N. Morgan (2012), “Greening” the Marketing Mix: Do Firms Do It and Does It Pay Off? JAMS
Grewal, R. et al. (2013), Environments, Unobserved Heterogeneity, and the Effect of Market Orientation on Outcomes for High-Tech Firms. JAMS

7) Marketing’s Contribution to STRATEGY IMPLEMENTATION (Readings Set # 7): (10/10/16)

Gummesson, E. (1998), Implementation Requires a Relationship Marketing Program. JAMS
Sashittal, H. and A. Jassawalla (2001), Marketing Implementation in Smaller Organizations: Definition,
Framework, and Propositional Inventory. JAMS
Kennedy, K., J. Goolsby and E. Arnould (2003), Implementing a Customer Orientation: Extension of Theory and Application. JM
Kumar, V. and D. Shah (2009), Expanding the Role of Marketing: From Customer Equity to Market Capitalization. JM
Mascio, R. (2010), The Service Models of Frontline Employees. JM

Additional Readings # 7: [To be summarized and presented by student PHOENIX on 10/10/16]

Skiera, B., M. Bernes, and L. Horn (2011), Customer Equity Sustainability Ratio: A New Metric for Assessing a Firm’s Future Orientation. JM
Samaha, A. S., J. T. Beck, and R. W. Palmatier (20104), The Role of Culture in International Relationship Marketing. JM
Lund, D. J. and D. Marinova (2014), Managing Revenue across Retail Channels: The Interplay of Service Performance and Direct Marketing. JM

8) Marketing’s Contribution to Internal and External ORGANIZATIONAL RELATIONS (Readings Set # 8): (10/17/16)

McNally, R. J. Johnson and S. Sarker (2007), A Measure and Initial Test of Managers’ Perceptions of Relationship Marketing in Inter-organizational Exchanges. JAMS
Palmatier, R. (2008), Interfirm Relational Drivers of Customer Value. JM
Moller, K. (2010), Relationships and Networks. [Baker]
Kumar, A., J. Heide, and K. Wathne (2011), Performance Implications of Mismatched Governance regimes Across external and Internal relationships. JM
Hult, T. et al. (2011), Stakeholder Marketing: A Definition and Conceptual Framework. AMSR

Additional Readings # 8: [To be summarized and presented by student ATLANTA on 10/17/16]

Snow, C. (1997), Twenty-First Century Organizations: Implications for a New Marketing Program. JAMS
Selnes, F. and J. Sallis (2003), Promoting Relationship Learning. JM
Arnett, D., S. German and S. Hunt (2003), The Identity Salience Model of Relationship Marketing Success: The Case of Nonprofit Marketing. JM
Eyuboglu, N. and A. Buja (2007), Quasi-Darwinian Selection in Marketing Relationships. JM
Palmatier, R., R. Dant and D. Grewal (2007), A Comparative Longitudinal Analysis of Theoretical Perspectives of Interorganizational Relationship Performance. JM
Swaminathan, V. and C. Moorman (2009), Marketing Alliances, Firm Networks, and Firm Value Creation. JM
Kozinets, R. et al. (2010), Networked Narratives: Understanding Word-of-Mouth Marketing in Online Communities. JM

III. MARKETING AND SCIENCE

9) MARKETING AS A SCIENCE AND PRACTICE (Readings Set # 9): (10/24/16)

Hutchinson, K. (1952), Marketing as a Science: An Appraisal. JM
Buzzell, R. (1963), Is Marketing a Science? HBR
MSI Review (1994), From the Executive Director: Generalization, Marketing Science, and MSI. MSI
Brinberg, D. and E. Hirschman (1986), Multiple Orientations for the Conduct of Marketing Research: An Analysis of the Academic/Practitioner Distinction. JM
Vasquez, A. (2001), An Integrated Framework to Achieve Effective Problem Solving: From Basic Research to Decision Making and Viceversa. AMS
Levy, S. (2002), Revisiting the Marketing Domain. EJM
Ottesen, G. and K. Gronhaug (2002), Manager’s Understanding of Theoretical Concepts: The Case of Market Orientation. EJM
Hughes, T., N. O'Regan, and D. Worham (2009), Let’s Talk: Getting Business and Academia to Collaborate. JBS
Lilien, G. (2011), Bridging the Academic-Practitioner Divide in Marketing Decision Models. JM
Meyer, R. (2013), Paul Green, JMR, and the Challenges Facing Marketing. JMR

Additional Readings # 9: [To be summarized and presented by student CHICAGO on 10/24/16]

Fischer, R. (1979), Definitions of Science. [Fisher]\(^d\)
O'Shaughnessy, J. and M. Ryan (1979), Marketing, Science, and Technology. [Ferrell, Brown and Lamb]\(^e\)
Myers, J., S. Greyser, and W. Massy (1979), The Effectiveness of Marketing's "R&D" for Marketing Management: An Assessment. JM
Simon, H. (1994), Marketing Science’s Pilgrimage to the Ivory Tower. With Attached Commentaries by 8 authors. [Laurent, Lilien and Pras]\(^f\)
Hughes, T., A. Tapp, and R. Hughes (2008), Achieving Effective Academic/Practitioner Knowledge Exchange in Marketing. JMM
Darroch, J. (2009), Drucker on Marketing: An Interview with Peter Drucker. JAMS
Gunther, R. (2009), Peter Drucker - The Grandfather of Marketing: An Interview with Dr. Philip Kotler. JAMS
Uslay, C, R, Morgan, and J Sheth (2009), Peter Drucker on Marketing: An Exploration of Five Tenets. JAMS
Mohr, J. and S. Sarin (2009), Drucker's Insights on Marketing Orientation and Innovation: Implications for Emerging Areas in High-Technology Marketing. JAMS

10) EXPLANATION, ISOMORPHISM, AND VALIDITY (Readings Set # 10): (10/31/16)

Calder, B. and A. Tybout (1999), A Vision of Theory, Research, and the Future of Business Schools. JAMS
Lynch, J. (1999), Theory and External Validity. JAMS
Winer, R. (1999), Experimentation in the 21st Century: The Importance of external Validity. JAMS

Hunt, S. (2001), The Influence of Philosophy, Philosophies, and Philosophers on a Marketer’s Scholarship. JM
Hunt, S. (2010), On the Morphology of Explanation in Marketing (Ch. 3). [Hunt-1]
Hunt, S. (2010), Explanation: Issues and Aspects (Ch. 4). [Hunt-1]
Hunt, S. (2015), Explicating the Inductive Realist Model of Theory Generation. AMSR

Additional Readings # 10: [To be summarized and presented by student MIAMI on 10/31/16]

Lehmann, D., L. McAlister, and R. Staelin (2011), Sophistication in Research in Marketing. JM
Lutz, R. (2011), Marketing Scholarship 2.0. JM

IV. THEORY DEVELOPMENT AND CONSTRUCTION IN MARKETING

11) REQUIREMENTS and CRITERIA (Readings Set # 11): (11/7/16)

Halbert, M. (1964), The Requirements for Theory in Marketing. [Cox, Alderson and Shapiro]
Bagozzi, R. (1984), A Prospectus for Theory Construction in Marketing. JM
Stratemeyer, A. and C. Frantz (1997), The Proper Domain of Marketing Theory: A Discussion. SMA
Vasquez A. and W. Hinck (2005), Criteria to Evaluate Knowledge: Scientific Requirements and Practical Tools for Research Applications. IJM
Saren, M. (2010), Marketing Theory. [Baker]
Hunt, S. (2010), Scientific Laws: Issues and Aspects (Ch. 6). [Hunt-1]

Additional Readings # 11: [To be summarized and presented by student DENVER on 11/7/16]

Ehrenberg, A. (1994), Theory or Well-Based Results: Which Comes First? With Commentaries by 3 Authors, and the Author’s Reply to the Commentaries. [Laurent, Lilien and Pras]
Van den Bulte, C. (1994), Metaphors at Work. With Commentary by 2 Authors, and the Author’s Reply to the Commentary. [Laurent, Lilien and Pras]


Gummesson, E. (2002), Practical Value of Adequate Marketing Management Theory. EJM


Brasel, S. (2011), Systematic Reflection as a Learning Opportunity. AMSR


12) THEORY DEVELOPMENT PROGRESS VIA PUBLICATIONS: (Readings Set # 12): (11/14/16)

Bartels, R. (1965), Development of Marketing Thought: A Brief History. [Schwartz]

Sheth, J. and D. Gardner (1982), History of Marketing Thought: An Update. [Bush and Hunt]


Baumgartner, H. and R. Pieters (2003), The Structural Influence of Marketing Journals: A Citation Analysis of the Discipline and Its Subareas Over Time. JM

Green, P., R. Johnson, and W. Neal (2003), The Journal of Marketing Research: Its Initiatives Growth, and Knowledge Dissemination. JMR

Stremersch, S., I. Verniers and P. Verhoef (2007), The Quest for Citations: Drivers of Article Impact. JM

Yadav, M. (2010), The Decline of Conceptual Articles and Implications for Knowledge Development. JM

Crittenden, V. and R. Peterson (2011), The AMS Review. AMSR

Bolton, R. (2011), To JM on Its 75th. Anniversary. JM

Li, S., E. Sivadas, and M. S. Johnson (2015), Explaining Article Influence: Capturing Article Citability and Its Dynamic Effect. JAMS

Kumar, V. (2016), My Reflections on Publishing in Journal of Marketing. JM

Additional Readings # 12: [To be summarized and presented by student SEATTLE on 11/14/16]

Varadarajan, P.R. (1996), From the Editor: Reflections on Research and Publishing. JM


Tellis, G., R. Chandy, and D. Ackerman (1999), In Search of Diversity: The Record of Major Marketing Journals. JMR

Brown, S. (1999), Marketing and Literature: The Anxiety of Academic Influence. JM

Mitra, D. and P. Golder (2008), Does Academic Research Help or Hurt MBA Programs? JM


Hofacker, C., M. Gleim and S. Lawson (2009), Revealed Reader Preference for Marketing Journals. JAMS

Seggie, S. and D. Griffith (2009), What Does It Take to Get Promoted in Marketing Academia? Understanding
V. GENERAL THEORIES IN MARKETING

13) FORMALIZATION OF THEORIES (Readings Set # 13): (11/21/16)

Bartels, R. (1968), The General Theory of Marketing. JM
Hunt, S. (1973), Lawlike Generalizations and Marketing Theory. JM
Sheth, J. and R. Sisodia (1999), Revisiting Marketing’s Lawlike Generalizations. JAMS
Hunt, S. (2010), The Morphology of Theory (Ch. 7). [Hunt-1]a
Hunt, S. (2010), Theory: Issues and Aspects (Ch. 8). [Hunt-1]a

Additional Readings # 13: [To be summarized and presented by student CHICAGO on 11/21/16]

Bagozzi, R. (1979), Toward a Formal Theory of Marketing Exchanges. [Ferrell, Brown and Lamb]
Houston, F. and J. Gassenheimer (1987), Marketing and Exchange. JM

14) TOWARD A GENERAL THEORY OF MARKETING (Readings Set # 14): (11/21/16)

Hunt, S. (2010), Strategy and R-A Theory (Ch. 15). [Hunt-1]a

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Comprehensive EXAM: December 6.

Final PAPER Due: December 13.

Endnotes:

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Abbreviations:

AMA American Marketing Association
AMR Academy of Management Review
AMS Academy of Marketing Science
AMSR Academy of Marketing Science Review
EJM European Journal of Marketing
HBR Harvard Business Review
IJC&M International Journal of Commerce and Management
IJM International Journal of the Management
ISPS International Studies in the Philosophy of Science
JAMS Journal of the Academy of Marketing Science
JABM Journal of Accounting – Business & Management
JBR Journal of Business Research
JBS Journal of Business Strategy
JIM Journal of International Marketing
JM Journal of Marketing
JMM Journal of Marketing Management
JMR Journal of Marketing Research
JPP&M Journal of Public Policy and Marketing
MR St. G Marketing Review St. Gallen
MSI Marketing Science Institute
MT Marketing Theory
QMRIJ Qualitative Market Research: An International Journal
SMA Society for Marketing Advances
SMJ Strategic Management Journal

UTRGV Policy Statements

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