

课程大纲

课程编号: 02814960 授课对象: 研究生
课程名称: 营销战略研讨 英文名称: Seminar on Marketing Strategy
周学时/总学时: 3/36 学 分: 2
任课教师: 王锐 开课学期: 2013 春
先修课程:

任课教师联系方式: rwang@gsm.pku.edu.cn (preferred)

6276-7444, Room 369 (Guanghua No. 2 Building)

辅导、答疑时间: By appointment

一、 项目培养目标

学习目标 1 系统掌握从事学术研究所需要的专业知识及理论。

具体目标 1、系统掌握本学科基础知识及基本理论

具体目标 2、掌握本学科前沿知识和理论、具有足够的相关领域的知识

具体目标 3、熟练掌握本学科的研究方法

学习目标 2 具有从事创新性研究的能力; 能够撰写并发表高质量的毕业论文和学术论文

具体目标 1、撰写高质量的毕业论文和学术论文

具体目标 2、具有高水平的分析能力和批判思维能力, 能够创造性地解决问题

学习目标 3 具有宽阔的国际视野, 能够与国际学者进行交流、合作的能力。

具体目标 1、具有优秀的口头交流和文字交流能力

具体目标 2、能够熟练地运用至少一门外语进行学术交流与沟通

学习目标 4 了解学术伦理, 具有强烈的社会责任感、关注社会问题

具体目标 1、了解社会责任感的重要性

具体目标 2、了解学术生涯中的学术道德问题

具体目标 3、关注现实社会问题

二、课程概述

Description: This seminar examines classic and current topics in marketing strategy. Its primary objective is to expose each of you to some of the thinking – in marketing and in related disciplines – on this topic.

Although I have tried to construct a reading list of relatively representative papers in the area, the list is by no means exhaustive. Therefore, this seminar is just a starting point for those of

you who have research interests in this area. For those with other research interests, this course should provide a foundation to understand a broad range of issues in marketing strategy.

三、课程目标（包括学生所提高的技能要求），本课程目标如何服务于项目的培养目标

Goals: The seminar will seek to provide:

Exposure to key theoretical streams in the area.

Familiarity with the issues, methods and findings in the area.

Skills in critiquing the literature, defining research problems and writing papers in this area.

四、内容提要及学时分配(TENTATIVE SCHEDULE)

Week	Date	Topic	Note
1	02/25	Introduction	
		Management Theory	Applications in Marketing
2	03/4	RBV and Dynamic Capabilities	
3	03/11	Organizational Learning	
4	03/18	Social network and capital	
5	03/25	Upper Echelon Theory	CMO
6	04/1		Innovation
7	04/8	Marketing and Finance Interface	Short article due
8	04/15	TCE and Agency theory	Channel
9	04/22	Channel Management and Ecommerce	
10	04/29	Marketing and Managing Internationally	Idea Discussion
11	05/6	Final Presentation	Final paper due on May 1

Reading List (see Appendix) (Also tentative to change)

For all the readings, you can get electronic copies, and print out on your own. In addition, most of the readings listed on this syllabus are available online from PKU library.

五、教学方式

This is a doctoral seminar and thus requires active participation for all students.

On a weekly basis, each student is expected to:

1. Read all required readings;
2. Present a one-page “ticket” that summarizes your readings AND summarizes your thinking, concerns, questions to discuss, or ideas about future research. This summary is due by Sunday noon (email);
3. Present an article once every week (depending on enrollment).

For the whole semester/course, each student is expected to:

1. Complete two short articles, each about a research idea worth being investigated, with about 2-page long, double spaced;
2. Complete a comprehensive research article that includes motivation, theory development, hypotheses, and, ideally, research methods. It should be on any topic related to the course material. It can be conceptual or empirically oriented and must make new contribution to the field that goes beyond the current literature. It should resemble a journal article (e.g., AMJ, JAP, etc.) as much as possible. I encourage you to discuss and work with your research mentor to develop and write the paper. It can be the elaboration of one of the two short articles you have submitted. It should be written in professional format (AMJ or APA), with about 15-20 pages including everything, Times New Roman, 12 size, and double spaced.

六、教学过程中 IT 工具等技术手段的应用

Presentations may be facilitated with PPT.

七、教材

Selected journal articles, book chapters, and other reading materials.

八、参考书目

《管理学中的伟大思想：经典理论的开发历程》

肯·史密斯 (Ken G.Smith), 迈克尔·希特 (Michael A.Hitt)

出版社：北京大学出版社 I S B N：9787301173022

九、教学辅助材料，如 CD、录影等

Not applicable.

十、课程学习要求及课堂纪律规范

All students are expected to be actively engaged in the learning process. No participation in class discussion will be a sufficient cause for a student to fail the course.

十一、学生成绩评定办法（需详细说明评估学生学习效果的方法）

The grades are composed of four parts as below:

Presentation of readings	20%
Class discussions	20%
Short paper	25%
Research paper and presentation	40%

APPENDIX (TENTATIVE TO CHANGE)

Session 1: Introduction and Overview

Required Reading

Summers, John (2001), "Guidelines for conducting research and publishing in marketing: From conceptualization through the review process", *Journal of Academy of Marketing Science*, 29(4), 405-415.

Anderson, Paul F. (1982), "Marketing, Strategic Planning and the Theory of the Firm," *Journal of Marketing*, 46 (Spring), 15-26.

Jaworski, Bernard J. and Ajay K. Kohli, (1993) "Market Orientation: Antecedents and Consequences," *Journal of Marketing*, 57 (July), 53-70.

Session 2: RBV and Dynamic Capabilities

Required Reading

Wernerfelt, Birger (1984), "A Resource-based View of the Firm," *Strategic Management Journal*, 5 (April-June), 171-80.

Teece, D., G. Pisano and A. Shuen, 1997, "Dynamic Capabilities and Strategic Management.", *Strategic Management Journal*, (18:7),pp.509-533

Newbert, S. L. 2007. Empirical research on the resource-based view of the firm: an assessment and suggestions for future research. *Strategic Management Journal*, 28(2): 121-146.

Srivastava, R. K., Liam Fahey, and H. Kurt Christensen (2001), "The Resource-Based View and Marketing: The Role of Market-Based Assets in Gaining Competitive Advantage," *Journal of Management*, 27 (6), 777–802.

Session 3: Organizational Learning

Required Reading

March, J. G. (1991). "Exploration and Exploitation in Organizational Learning". *Organization Science*, 2(1): 71-87.

Cohen, Wesley M., and Daniel A. Levinthal (1990), "Absorptive Capacity: A New Perspective on Learning and Innovation," *Administrative Science Quarterly*, 35, 128-152.

Lane, PJ and Lubatkin M. 1998. Relative absorptive capacity and interorganizational learning. *Strategic Management Journal*, 19 (5): 461-264.

Schulz, Martin. 2001. The Uncertain relevance of newness: Organizational learning and knowledge flows. *Academy of Management Journal*, 44 (4): 661-681.

Session 4: Social network and capital

Required Reading

Portes, A. 1998. Social capital: Its origins and application in modern sociology. *Annual Review of Sociology*, 24: 1-24.

Capaldo, A. Network structure and innovation: The leveraging of a dual network as a distinctive relational capability. *Strategic Management Journal*, 28(6): 585-608.

Jensen, M. The Use of Relational Discrimination to Manage Market Entry: When Do Social Status and Structural Holes Work against You? *Academy of Management Journal*, 51(4): 723-743.

Xiong, Guiyang; Bharadwaj, Sundar. Social Capital of Young Technology Firms and Their IPO Values: The Complementary Role of Relevant Absorptive Capacity. *Journal of Marketing* 75. 6 (Nov 2011): 87

Session 5: Upper Echelon theory

Required Reading

Hambrick and Mason (1984), "Upper echelons: The organization as a reflection of its top managers", *Academy of management review*.

Yadav, Manjit, Jaideep Prabhu and Rajesh Chandy (2007), "Managing the future: CEO Attention and Innovation Outcomes," *Journal of Marketing*, 71 (October), 84-101.

Chatterjee, A. and D. C. Hambrick (2007), "It's All About Me: Narcissistic CEOs and Their Effects on Company Strategy and Performance", *Administrative Science Quarterly*, 62, 361-86.

Nath, Pravin, and Vijay Mahajan (2008), "Chief Marketing Officers: A Study of Their Presence in Firms' Top Management Teams," *Journal of Marketing*, 72 (January), 65-81.

Session 6: Innovation

Required Reading

Hauser John, Gerard J. Tellis and Abbie Griffin (2007), "Research on Innovation and New Products: A Review and Agenda for Marketing Science," *Marketing Science*, 25, 6, 687-717.

Sood, Ashish and Gerard J. Tellis (2005), "Technological Evolution and Radical Innovations," *Journal of Marketing*, 69, 3 (July), 152-168.

Raghunath Rao, Rajesh Chandy, and Jaideep Prabhu (2008), "The Fruits of Legitimacy: Why Some New Ventures Gain More From Innovation Than Others Do," *Journal of Marketing*.

Chandy, Rajesh and Gerard J. Tellis (2000) "The Incumbent's Curse? Incumbency, Size and Radical Product Innovation," *Journal of Marketing*, 64, 3 (July), 1 to 17.

Session 7: Marketing and Finance Interface

Required Reading

Srinivasan, Shuba and Dominique Hanssens (2008), "Marketing and Firm Value: Metrics, Methods, Findings and future Directions," *Journal of Marketing Research*.

Kimbrough, Michael D. and Leigh McAlister (2008), "Linking Marketing Actions to value

Creation and firm Value: Insights from Accounting Research,” *Journal of Marketing Research*.

Sorescu, Alina, Venkatesh Shankar and Tarun Kushwaha (2007), “New Product Preannouncements and Shareholder value: Don’t Make Promises You Can’t Keep,” *Journal of Marketing Research*, XLIV(August), 468-89.

Anderson, Eugene (2007), “Linking Service and Finance,” *Marketing Science*, 25(November-December), 587-89.

Session 8: TCE and Agency theory

Required Reading

Bergen, Mark, Shantanu Dutta and Orville C. Walker. “Agency Relationships in Marketing: A Review of the Implications and Applications of Agency and Related Theories.” *Journal of Marketing*. July 1992. Vol. 56, No. 3. pp. 1-24.

Erin Anderson, "The Salesperson -- Outside Agent or Employees: A Transaction Cost Analysis," *Marketing Science*, 4(Summer 1985), 234-254.

Shervani, T. A., Frazier, G., & Challagalla, G. 2007. The moderating influence of firm market power on the transaction cost economics model: An empirical test in a forward channel integration context. *Strategic Management Journal*, 28(6): 635-652.

Heide, Jan B., Kenneth H. Wathne and Aksel Rokkan (2007), “Interfirm Monitoring, Social Contracts, and Relationship Outcomes”, *Journal of Marketing Research*, (August) Vol. 22, No. 3, pp. 425-433.

Session 9: Channel Management and Ecommerce

Required Reading

Grewal, Rajdeep and Ravi Dharwadkar (2002), “The Role of the Institutional Environment in Marketing Channels,” *Journal of Marketing*, 66 (July), 82-97.

Grewal, Rajdeep, Anindita Chakravarty, and Amit Saini (2010), “Governance Mechanisms in Business-to-Business Electronic Markets,” *Journal of Marketing*, 74 (4), 45-62.

Grewal, Rajdeep, James M. Comer, and Raj Mehta (2001), “An Investigation into the Antecedents of Organizational Participation in Business-to-Business Electronic Markets,” *Journal of Marketing*, 65 (July), 17-33.

Pauwels, Koen and Allen Weiss (2008), “Moving from Free to Fee: How Online Firms Market to Change Their Business Model Successfully,” *Journal of Marketing*, 72 (May), 14-31.

Session 10: Marketing and Managing Internationally

Required Reading

Ellis, Paul. Distance, dependence and diversity of markets: effects on market orientation *Journal of International Business Studies*. 38. 3 (May 2007): 374-386.

Zhou, Kevin Zheng; Brown, James R; Dev, Chekitan S; Agarwal, Sanjeev. The Effects of Customer and Competitor Orientations on Performance in Global Markets: A Contingency Analysis. *Journal of International Business Studies* 38. 2 (Mar 2007): 303-319.

Gerard J. Tellis, Jaideep C. Prabhu, & Rajesh K. Chandy (2009), "Radical Innovation Across Nations: The Preeminence of Corporate Culture," *Journal of Marketing*.

Johnson, Joseph and Gerard Tellis (2008), "Drivers of Success for Market entry into China and India," *Journal of Marketing*, 72 (May), 1-13