

课程大纲

课程编号：02814680

课程名称：营销专题研讨

周学时/总学时：3/36

任课教师：涂平

先修课程：

授课对象：2011 营销方向研究生

英文名称：Special Topics in Marketing

学 分：2

开课学期：2012 年秋

任课教师联系方式：62756254; tuping@gsm.pku.edu.cn

辅导、答疑时间：随时预约

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

This course introduces students to literature in pricing. It covers: theoretical foundation of pricing, research methods for pricing research, consumer's perception of and response to price, as well as pricing strategy and tactics. While emphases are placed on the academic literature that has important influence on the development of pricing theory, research methodology and practice, a few papers aiming at marketing managers are also included.

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

1. To introduce the students to the main research issues in pricing;
2. To review, discuss and understand important theory, concepts, methods and research findings related to pricing;
3. To develop students' ability and interest in reviewing journal articles, formulating research questions, developing research plan and making academic presentations;
4. To developed a multiple-disciplinary perspective for research.

四、内容提要及学时分配

Session 1 Theoretical foundations I

1. Thaler R. Mental accounting and consumer choice. *Marketing Science*, 1985, 4: 199-214.
2. Tversky A. and Kahnman D. Loss aversion in riskless choice: A reference-dependent model. *The Quarterly Journal of Economics*, 1991(November): 1039-1061.

Session 2 Theoretical foundations II

3. Kahneman D., Knetsch J. L. and Thaler R. Fairness as a constraint on profit seeking: Entitlements in the market. *American Economic Review*, 1986, 76: 728-741.
4. Camerer C. F. Progress in behavioral game theory. *The Journal of Economic Perspectives*, 1997, 11: 167-188.
5. Wertenbroch K., Soman D. and Chattopadhyay A. On the perceived value of money: The reference dependence of currency numerosity effects. *Journal of Consumer Research*, 2007, 34: 1-10.

Session 3 Research methods for pricing research I

6. McFadden D. The Choice Theory Approach to Market Research. *Marketing Science*, 1986, 5:275-297.
7. Kim B., Blattberg R. C. and Rossi P. E. Modeling the Distribution of Price Sensitivity and Implications for Optimal Retail Pricing. *Journal of Business & Economic Statistics*, 1995(July), 13: 291-303.
8. Lyon, David. The price is right (or is it?). *Marketing Research*, 2002(Winter).

Session 4 Research methods for pricing research II

9. MacGrww, A. P. et al. The Limits of Fungibility: Relational Schemata and the Value of Things. *Journal of Consumer Research*, 2003, 30(2): 219-229
10. Kumar N. and Rao R. Using basket composition data for intelligent supermarket pricing. *Marketing Science*, 2006, 25: 188-199.
11. Chintaguanta, P. et al. Structural modeling in marketing: review and assessment. *Marketing Science* 2006, 25: 604-616.

Session 5 Managing competitive and firm-consumer interactions

12. Clark B. H. and Montgomery D. B. Deterrence, reputations, and competitive cognition. *Management Science*, 1998, 44: 62-82.
13. Kirmani A. and Rao A. R. No pain, no gain: A critical review of the literature on signaling unobservable quality. *Journal of Marketing Research*, 2000, 64: 66-79.
14. Fehr E. and Gächter S. Fairness and Retaliation: The Economics of Reciprocity. *The Journal of Economic Perspectives*, 2000 (Summer), 14: 159-181.

Session 6 Discussion of term paper topics

Session 7 Consumer perception of price and value

15. Zeithaml V. A. Consumer perception of price, quality, and value: A mean-end model and synthesis of evidence. *Journal of Marketing*, 1988, 52:2-22.
16. Dodds W. B., Monroe K. and Grewal D. Effects of Price, Brand, and Store Information on

- Buyers' Product Evaluations. *Journal of Marketing Research*, 1991, 28 (August): 307–19.
17. Sucharita C. and Morwitz V. G. Effects of Participative Pricing on Consumers' Cognitions and Actions: A Goal Theoretic Perspective. *Journal of Consumer Research*, 2005, 32: 249-259.

Session 8 Reference price and transaction utility

18. Putler D. Incorporating reference price effects into a theory of consumer choice. *Marketing Science*, 1992, 11: 287-309.
19. Bruce G. S. et al. Modeling loss aversion and reference dependence effects on brand choice. *Marketing Science*, 1993, 12: 378-394.
20. Darke P. R. and Dahl D. W. Fairness and discount: the subjective value of a bargain. *Journal of Consumer Psychology*, 2003, 13: 328-338.

Session 9 Perceived price fairness

21. Bolton L. E., Warlop L. and Alba J. W. Consumer Perceptions of Price (Un)Fairness. *Journal of Consumer Research*, 2003, 29: 474–91.
22. Xia L., Monroe K. B. and Cox J. L. The Price Is Unfair! A Conceptual Framework of Price Fairness Perceptions. *Journal of Marketing*, 2004, 68 (October): 1–15.
23. Beldona S. and Kwansa F. The impact of cultural orientation on perceived fairness over demand-based pricing. *International Journal of Hospitality Management*, 2008, 27: 594-603.

Session 10 Consumer's response to pricing practice

24. Campbell M. C. Perception of price unfairness: Antecedents and consequences. *Journal of Marketing Research*, 1999, 36:187-199.
25. Hamilton R. W. and Srivastava J. When 2 + 2 is not same as 1 + 3: Variations in price sensitivity across components of partitioned prices. *Journal of Marketing Research*, 2008, 45: 450-461.
26. Zourrig H. Chebat J. and Toffoli R. Consumer revenge behavior: A cross-cultural perspective. *Journal of Business Research*, 2009, 62: 995-1001.

Session 11 Pricing strategy and tactics

27. Elliot B. Ross. Making money with proactive pricing. *Harvard Business Review*, 1984: 145-155.
28. Tellis G. Beyond the many faces of price: An integration of pricing strategies. *Journal of Marketing*, 1986, 50:146-160.
29. Balachander S. et al. Why bundle discount can be a profitable alternative to competing on price promotions. *Marketing Science* 2010, 29: 624-638.

Session 12 Presentations of term papers

五、教学方式

Each class will start with the presentations of assigned papers, followed by Q&A, teacher's summary and comments. The students also need to submit a written critique of a selected paper each week.

六、教学过程中 IT 工具等技术手段的应用

PPT will be used in classroom presentations. Literature search tools and statistical software will be used when writing a term paper.

七、教材

A course package will be prepared. The course package will contain all the required readings selected from the leading academic journals.

八、参考书目

1. Camerer, Colin F. et al. *Advances in Behavioral Economics*. Princeton University Press, 2004.
2. Brocas, Isabell and Juan D. Carrillo. *The Psychology of Economic Decisions*, Vol. I. Oxford University Press, 2003.
3. Kahneman, Daniel. *Thinking, Fast and Slow*. Farrar, Straus and Giroux, 2011.

九、教学辅助材料，如 CD、录影等

A webpage will be set up for this seminar.

十、课程学习要求及课堂纪律规范

Each week, the students need to fulfill three major tasks:

1. presenting the assigned papers;
2. participating in the classroom discussions;
3. submitting a written review.

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）

Class participation 20%, presentation 20%, written review 30%, term paper 30%.