

## Seminar on Marketing Models II

Course No : 02814950

Credit : 2

Prerequisite :

Program : Postgraduate

Instructor : 涂平

Semester : 2015 Spring

### Instructor's resume/brief introduction(Within 500 words) :

Prof. Tu Ping received his doctoral degree in Demography at University of California, Berkeley. He is currently professor of marketing at Guanghua School of Management, Peking University. His research interests include marketing models, social network analysis, and pricing research.

He has taught courses on marketing, marketing research, marketing models and social network analysis.



### Instructor's contact information :

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### TA's contact information:

### Office hour:

By appointment

### Program Learning Goals and Objectives

- 1 **Learning Goal 1** Graduates will be thoroughly familiar with the specialized knowledge and theories required for the completion of academic research.
  - 1.1 Objective 1 Graduates will have a deep understanding of basic knowledge and theories in their specialized area.
  - 1.2 Objective 2 Graduates will be familiar with the latest academic findings in their specialized area and will be knowledgeable about related areas.
  - 1.3 Objective 3 Graduates will be familiar with research methodologies in their specialized area, and will be able to apply them effectively.
- 2 **Learning Goal 2** Graduates will be creative scholars, who are able to write and publish high-quality graduation dissertation and research papers.
  - 2.1 Objective 1 Graduates will write and publish high-quality graduation dissertation and research papers
  - 2.2 Objective 2 Graduates will be critical thinkers and innovative problems solvers.
- 3 **Learning Goal 3** Graduates will have a broad vision of globalization and will be able to communicate and cooperate with international scholars
  - 3.1 Objective 1 Graduates will have excellent oral and written communication skills

3.2 Objective 2 Graduates will be able to conduct efficient academic communication in at least one foreign language

4 **Learning Goal 4** Graduates will be aware of academic ethics and will have a sense of social responsibility.

4.1 Objective 1 Graduates will have a sense of social responsibility.

4.2 Objective 2 Graduates will be aware of potential ethical issues in their academic career.

4.3 Objective 3 Graduates will demonstrate concern for social issues.

### **Course Overview**

This is a required course for doctoral students in marketing. It will introduce students to social network analysis (SNA) methods and their application in marketing.

### **Course Objectives**

1. To introduce the students to social network analysis (SNA) theory and methods;
2. To develop technical competency in social network analysis;
3. To think and understand the nature and possible sources of marketing data suitable for SNA;
4. To explore possible application of SNA in marketing;
5. To develop students' ability and interest in self learning and exploration.

### **Detailed Course Plan**

- Session 1 Introduction
- Session 2 Social network data
- Session 3 Visualization of social network
- Session 4 Connection and embedding
- Session 5 Centrality and power
- Session 6 Discussion of term paper topics
- Session 7 Cliques and subgroups
- Session 8 Positions and roles
- Session 9 Two-mode networks
- Session 10 Statistical tools for SNA
- Session 11 Extensions
- Session 12 Presentation of term papers

### **Final Exam**

Students are required to write a term paper that applies SNA to address a marketing related research question.

### **Teaching Methods**

Reading + think + discussion + exploration

### **IT tools to be used in the classroom**

UCINET software will be extensively used.

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### **Textbooks**

1. Hanneman R. A. and M. Riddle. *Introduction to Social Network Methods*. Riverside: University of California, Riverside, 2005.
2. Borgatti, Everett and Freeman. *UCINET 6 for Windows: Software for Social Network Analysis*. [Analytic Technology, Inc.](http://www.analytictechnology.com) 2002 (revised 2013).

### **References & Readings**

1. 沃瑟曼，福斯特：《社会网络分析：方法与应用》，中国人民大学出版社，2012。
2. Social network analysis web site: <http://www.orgnet.com/index.html>

### **Videos, CD-ROMs and other adjunct learning resources used**

A webpage will be set up for this seminar.

### **Rules students must follow**

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.

### **Course Assessment**

Class participation 30%, presentation 20%, term paper 50%