

课程大纲

课程编号: 02814950 授课对象: 研究生
课程名称: 营销模型 II 英文名称: Seminar on Marketing Models II
周学时/总学时: 3/36 学分: 2
任课教师: 苏萌、黄清漪 开课学期: 2013 春
先修课程: 营销模型 I、统计学、计量经济学、微观经济学的基础课程

任课教师联系方式:

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辅导、答疑时间: To be determined

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

The first half of the course is to introduce Bayesian methods. We discuss various models of interest in marketing and illustrate how Bayesian can be applied to these marketing models. We will also discuss the interface between empirical marketing

and channel management, the empirical consumer behavior model, and social influence/word of mouth.

The second half of the course focuses on the special topics, especially the latest interests of the modern marketing models. The topics include search engine marketing, survival analysis, coupon targetability, online promotions, and computational advertising.

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

The main goal of the course is to provide students with the necessary quantitative skills to (a) read and criticize research papers (b) conduct independent quantitative research for dissertations

四、内容提要及学时分配

Week 1-5: (Prof. Qingyi Huang)

Methodologies:

Week 1-3: Bayesian estimation for marketing models

- Bayesian Essentials and regression, Introduction to MCMC, Logit and Probit example, Hierarchical linear model

Topics:

Week 4: Empirical models in channel

- Customer multichannel behavior, marketing strategies in multichannel management, trade promotion, manufacturer & retailer interaction

Week 5: Interface between empirical marketing and consumer behavior, Social influence/Word of mouth

Week 6-10: Special Topics (Prof. Meng Su)

Week 6:

Topic: SURVIVAL ANALYSIS / COMPETING RISKS MODELS

Reading:

Gupta, Sunil. (1988), "Impact of sales promotions on when, what, and how much to

buy.” *Journal of Marketing Research*, **25** (4), 342-355.

Vilcassim, N.J., and Jain, D.C. (1991), “Modeling Purchase Timing and Brand Switching Behavior Incorporating Explanatory Variables and unobserved Heterogeneity,” *Journal of Marketing Research*, **28**(1), 29-41.

Seetharaman, P.B., and Chintagunta, K. Pradeep, (2003), “The Proportional Hazard Model for Purchase Timing: A Comparison of Alternative Specifications,” *Journal of Business & Economic Statistics*, **21** (3), 368-382.

Week 7:

Topic: PROMOTION TARGETABILITY/PRICE DISCRIMINATION

Reading:

Zhang, Jie and LakshmanKrishnamurthi (2004). “Customizing Promotions in Online Stores”, *Marketing Science*, 23 (4), 561-578.

Venkatesan, Rajkumar and Paul W. Farris (2011). “Measuring and Managing Returns from Retailer-Customized Coupon Campaigns,” *Journal of Marketing*, forthcoming.

Cheng, Hsing Kenneth and KutsalDogan (2008). “Customer-Centric Marketing with Internet Coupons,” *Decision Support Systems*, 44, 606-620.

Supplement:

Tellis, Gerard J. (1986). “Beyond the Many Faces of Price: An Integration of Pricing Strategies,” *Journal of Marketing*, 50 (4), 146-160.

Su, Meng, Xiaona Zheng, and Luping Sun (2013). “Coupon Trading and Its Impact on Consumer Purchase and Firm Profits”. Working paper.

Week 8- 9:

Topic: COMPUTATIONAL ADVERTISING

Reading:

Teaching material from Andrei Broder and VanjaJosifovski

1. Overview of Computational Advertising
2. Marketplace & Economics Considerations
3. Search Engine Marketing
4. Displayed Advertisement (Real time bidding)
5. Behavioral Targeting
6. Recommender System

Supplement:

Ghose, A., S. Yang. 2009. An empirical analysis of search engine advertising: Sponsored search in electronic markets. *Management Science*. 55(10) 1605-1620.

Week 10:

Topic: Review/Final Exam

五、教学方式

In each session, the classes consist of instructor's lectures and student-led presentations and discussions. The discussion of each topic will be based on a few readings identified for the topic. In addition to covering an overview of a topic, productive directions of future research on the topic and some ways of conducting such future research will be indicated.

六、教学过程中 IT 工具等技术手段的应用

Students are required to use the software package R.

七、教材；八、参考书目；九、教学辅助材料，如 CD、录影等

Related research papers will be provided as reading assignment.

十、课程学习要求及课堂纪律规范

Participation in class discussion is important and each student is expected to contribute. Please feel free to ask questions and to voice your ideas and opinions.

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）

- Attendance and Participation (25%)
- Presentations (25%)
- Final Exam (50%)