

**Discipline:** [Marketing]

### **1. Language**

English

### **2. Title**

Marketing Strategy Performance: Theory, Models, and Empirical Applications

### **3. Lecturers**

Prof. Dr. Simone Wies (Goethe University Frankfurt)

Prof. Dr. Alexander Edeling (KU Leuven)

### **4. Date and Location**

July 10-13 , 2023

Fritz Thyssen Stiftung, Apostelnkloster 13-15, 50672 Köln

### **5. Course Description**

#### 5.1 Abstract and Learning Objectives

Against the background of increasing pressure from the capital market and major corporate trends such as digitization, corporate social responsibility and corporate political activism, marketing managers are more and more than ever forced to demonstrate the performance and value relevance of their decisions for various stakeholders. Marketing scholars have responded to this development and produced numerous articles that relate marketing decisions (e.g., new product introductions, major price changes, investing in digital sales channels, partnering with social-media influencers) with the creation of market-based assets (e.g., customer satisfaction), product-market performance (e.g., market share), accounting performance (e.g., return on assets), and financial-market performance (e.g., stock returns). The course provides an overview of this literature, both from a conceptual/model-based perspective and from an empirical point of view. After having attended the course, students should be able to:

- Understand central concepts of marketing strategy performance research and be able to establish links between these concepts;
- Understand the basics of market response modeling and recognize the relevance of model specification for the validity of empirical estimation results;
- Understand, categorize, and criticize high-quality (“A+”) articles within the research field;
- Know key data analysis methods within the research field including their scope of application as well as their limitations and conduct first own analyses using standard software (R);
- Develop relevant and interesting research questions with a potential for a high-quality publication.

## 5.2 Content

1. Market response modeling basics
2. The organization and quantification of marketing excellence
3. The effect of marketing actions on mind-set metrics and product market performance
4. The relevance of marketing actions and marketing assets for creating shareholder value
5. Methodological applications within and beyond the marketing-finance interface

## 5.3 Schedule (including start and end time)

Monday, July 10, 2023, 9:00 a.m. – 5:00 p.m.

Tuesday, July 11, 2023, 9:00 a.m. – 5:00 p.m.

Wednesday, July 12, 2023, 9:00 a.m. – 5:00 p.m.

Thursday, July 13, 2023, 9:00 a.m. – 3:00 p.m.

## 5.4 Course format

Lecture, group discussions, student presentations, PC-based applications

## 6. Preparation and Literature

### 6.1 Prerequisites

Participants should have some experience with empirical analyses, statistics, and econometrics.

Participants should have a basic understanding of conducting empirical analyses using R.

### 6.2 Essential Reading Material

Participants **have to** read the following chapters/articles in preparation for the course:

*Marketing modeling essential reading:*

Leeflang et al. (2015), *Modeling Markets: Analyzing Marketing Phenomena and Improving Marketing Decision Making*, New York et al.: Springer, 1-63 (chapters 1 and 2).

*Marketing strategy essential reading:*

Katsikeas et al. (2016), "Assessing Performance Outcomes in Marketing," *Journal of Marketing*, 80 (2), 1-20.

Moorman and Day (2016), "Organizing for Marketing Excellence," *Journal of Marketing*, 80 (6), 6-35.

*Marketing-finance interface essential reading:*

Edeling, Srinivasan, and Hanssens (2021), "The Marketing–Finance Interface: A New Integrative Review of Metrics, Methods, and Findings and an Agenda for Future Research," *International Journal of Research in Marketing*, 38 (4), 857-876.

### 6.3 Additional Reading Material

Students will have to prepare a presentation regarding a research paper for the course.

### 6.4 Preparation Upfront

Students should familiarize themselves with the essential reading material (see “6.2 Essential Reading Material”). In addition, participants should have at least a basic knowledge of the statistical software R. We recommend the following sources as a very good introduction to R:

- Datacamp’s six-session introduction course: <https://www.datacamp.com/courses/free-introduction-to-r>
- Code School’s seven-session online course: <http://tryr.codeschool.com>
- Book: Chris Chapman and Elea McDonnell Feit (2019), *R for Marketing Research and Analytics*, 2<sup>nd</sup> edition, New York et al.: Springer. (1<sup>st</sup> edition can also be used)

Students should bring their laptops to class with the software R (<http://www.r-project.org/>) and the editor R-Studio (<http://www.rstudio.com>) installed and ready to use.

Further, participants will be required to prepare a presentation on a research paper that deals with questions of marketing strategy performance. The assignment of papers to participants will take place when the list of participants is complete.

## 7. Administration

### 7.1 Max. number of participants

20

### 7.2 Assignments

Participants have to prepare and give a presentation on a research article (35% of course credit). Depending on the number of enrolled students, this presentation will be individual work or team work. In addition, the quality of class participation (including the software applications) is evaluated as well (25%). Finally, students have to hand in a research project brief (40%) four weeks after the course at the latest (40%) developed around a research idea advanced in class. We will block presentation sessions throughout the four days of the course to pitch the idea and get feedback from the class. The submitted research project brief should include at least a problem statement, literature review, conceptual and formal model, and a discussion of necessary data and sources. Empirical results are not required. The brief should be structured as a presentation and should be no longer than 12 slides excluding cover slide/references.

### 7.3 Exam

To successfully pass this class, students must complete all assignments described above and receive a grade of 4.0 in each assignment (i.e., presentation research article, class participation, and research project brief).

### 7.4 Credits

The course corresponds to a scope of 6 LP/ECTS.

## 8. Working Hours

<b>Allocation of Working Hours</b>	<b>Hours</b>
<i>Preparation (Literature and presentation)</i>	50 h
<i>Active participation</i>	32 h
<i>Literature review</i>	50 h
<i>Assignments</i>	48 h
<b>SUM</b>	<b>180 h</b>