VHB-ProDok
Verband der Hochschullehrerinnen und
Hochschullehrer für Betriebswirtschaft e. V.
Syllabus

Discipline: [Marketing]

1. Language

English

2. Title

Marketing Strategy Performance: Theory, Models, and Empirical Applications

3. Lecturer

Prof. Dr. Simone Wies (Goethe University Frankfurt)

Prof. Dr. Alexander Edeling (KU Leuven)

4. Date and Location

July 14-17, 2025

Die Wohngemeinschaft, Richard-Wagner-Straße 39, 50674 Köln (Germany)

5. Course Description

5.1 Abstract and Learning Objectives / Zusammenfassung und Lernziele

Against the background of increasing financial pressure and major corporate trends such as digitization, corporate social responsibility, and corporate sociopolitical activism, marketing managers are 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), financial performance (e.g., return on assets), and stock-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 research in the 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 (e.g., R or Stata);
- Develop relevant and interesting research questions with a potential for a high-quality

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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. Current topics within marketing strategy research (e.g., creator economy, artificial intelligence, unethical firm behavior, corporate sociopolitical activism)
6. Methodological applications within and beyond the marketing-finance interface

5.3 Schedule (including start and end time

Monday, July 14, 2025, 9:00 a.m. – 5:00 p.m.
Tuesday, July 15, 2025, 9:00 a.m. – 5:00 p.m.
Wednesday, July 16, 2025, 9:00 a.m. – 5:00 p.m.
Thursday, July 17, 2025, 9:00 a.m. – 3:00 p.m.

5.4 Course format

Lectures, 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 statistical software like R or Stata.

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.

Morgan et al. (2019), "Research in Marketing Strategy", *Journal of the Academy of Marketing Science*, 47, 4-29.

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Marketing-finance interface essential reading:
Srinivasan and Hanssens (2009), Marketing and Firm value: Metrics, Methods, Findings, and Future Directions. *Journal of Marketing Research,* 46 (3), 293-312.

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 To prepare

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 statistical software like R or Stata and have it installed and ready to run on their laptops. We recommend the following sources as a very good introduction to R:

- Datacamp's six-session introduction course:
  https://www.datacamp.com/courses/freeintroduction-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*, 2nd edition, New York et al.: Springer. (1st edition can also be used)

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.

Finally, participants will have to prepare a research pitch (which can be based on their own dissertation project or some new topic that they would like to explore).

7. **Administration**

7.1 Max. number of participants

20 participants

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 the research pitch that they give in the 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

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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

Allocation of Working Hours	Hours
Preparation (Literature and presentation)	50 h
Active participation	32 h
Literature review	50 h
Assignments	48 h
SUM	**180 h**