The purpose of the class is to discuss the major marketing journals, the review process, the relationship between academic marketing and marketing practice and what is required to achieve academic success.

We will also discuss different perspectives on consumer behaviour. The readings provide background of two different approaches to consumer behaviour, social psychology and Behavioural Economics, and an overview of current research in consumer behaviour.

Pre-assignment:

1. In addition to reading assigned papers and developing a position on each discussion question, please go to the websites of Journal of Consumer Psychology, Journal of Consumer Research, Journal of Marketing Research, and Marketing Science, Management Science. Read the aims and objectives of each journal and familiarize yourself with the editorial boards and scan titles/abstracts of recently published papers. How do these journals differ and how are they similar in their missions and in the papers they publish?

What are major areas of research that interest you? Why? Where do you look for research ideas? What is a big research question? How do you decide if an idea is worth pursuing?
COURSE REQUIREMENTS:

Your grade will reflect your participation is class and performance on one completed research proposals. Your class participation requires you among others to orally summarize in class one critique article each week and prepare a <= 2-pages summary handout for your fellow students about that article. This handout should be handed out to everyone in print as well as emailed to me as pdf or doc file before/at the beginning of each class.

For the research proposal, here are the guidelines/ deadlines.

1. You can choose any topic of your interest. For instance, it may involve a research topic or an issue we discussed in class. You can propose a new theory, application of theory, or a field study testing an existing theory and showing an effect size.

2. An email to me with a 1-2 paragraph note is due **by 2pm on Friday, October 17**. This should briefly describe 1-2 potential ideas you would like to pursue.

3. You should set up a meeting with me after that to discuss your ideas in detail.

4. **By 2pm on Wednesday, November 5**, you should email a 5 slides document to me. Slide 1 should list your research question. Slide 2 should be background and theoretical development. Slide 3-5 should be experiments/field study description. If you are proposing experiments, each slide should have a bullet point explaining experimental design, a bullet point explaining manipulations. A bullet point with mediator/ control items. A picture of what results will look like. And a bullet point with key limitations. You can add a concluding slide with limitations/contributions.

5. Your final research proposal is due **by 2pm on Wednesday, December 10**. It should contain an introduction which motivates the research topic or issue, a relevant literature review, the proposed design of one or more studies, the predicted results along with a discussion of how the data will be analyzed. Ideally, a theoretical model should be proposed which underlies the predicted result. It should be <=4000 words (Psych Science Style; i.e. 12-15 double spaced pages). The first 3-4 paragraphs should set the problem up and give the reader a clear direction where the paper is heading. Then you can add 2-3 studies, and have a final conclusion (with contribution and limitations). You can consult any 4000 word psych science paper.

6. Grading will be assigned based on how novel and/or important the proposed research is, clarity of writing, relevance of literature review, logic in theorizing, programmatic nature of the investigation (i.e., each study should recognize its limitations and the next study should address these limitations), and objective assessment of limitations and contributions in the conclusion.
## RSM 3051 - Marketing Theory I: Consumer Behaviour

**Fall 2014**

**Tentative Class Schedule**

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
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<tbody>
<tr>
<td>September 10</td>
<td>Prospect Theory and Mental Accounting</td>
</tr>
<tr>
<td></td>
<td>(Guest Host: Prof. Dilip Soman, Rotman)</td>
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<tr>
<td>September 17</td>
<td>Loss Aversion and the Endowment Effect</td>
</tr>
<tr>
<td>September 24</td>
<td>Attitudes and Persuasion</td>
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<td>(Guest Host: Prof. William Cunningham, Rotman)</td>
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<td>!Note change in Time: 2:30pm – 5:30pm!</td>
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<tr>
<td>October 1</td>
<td>No Class</td>
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<td>October 8</td>
<td>Affect and Emotion</td>
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<td>(Guest Host: Prof. Sam Maglio, Rotman)</td>
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<tr>
<td>October 15</td>
<td>Heuristics, Biases, and Normative Models of DM</td>
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<tr>
<td>October 22</td>
<td>Perspectives on Academic Careers in Consumer Behaviour</td>
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<tr>
<td>October 29</td>
<td>Decision Making I</td>
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<tr>
<td>November 3</td>
<td>Regulatory Focus and Fit</td>
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<tr>
<td></td>
<td>(Guest Host: Prof. Pankaj Aggarwal, Rotman)</td>
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<tr>
<td></td>
<td>!Note change in Day and Time: Monday, 9am – 12 pm!</td>
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<tr>
<td>November 12</td>
<td>Decision Making II</td>
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<tr>
<td></td>
<td>( Likely Guest: Prof. Ryan Webb, Rotman)</td>
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<tr>
<td>November 19</td>
<td>Goals and Mindsets</td>
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<td></td>
<td>(tentatively Guest Host: Prof. Andrew Mitchell, Rotman)</td>
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<tr>
<td>November 26</td>
<td>Fluency / Metacognition</td>
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<tr>
<td></td>
<td>(Guest Host: Prof. Angela Y Lee, Kellogg, Northwestern Univ.)</td>
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<tr>
<td>December 3</td>
<td>Memory and Embodied Cognition</td>
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<td></td>
<td>(Guest Host: Prof. Spike Lee, Rotman)</td>
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WEEK 1:  PROSPECT THEORY AND MENTAL ACCOUNTING
Wednesday, September 10, 2014
Guest Host: Prof. Dilip Soman, Rotman

Review Articles


Critique Articles


WEEK 2: LOSS AVERSION AND THE ENDOWMENT EFFECT
Wednesday, September 17, 2014

Review Articles


Critique Articles


Optional – If interested to learn more:


WEEK 3:  ATTITUDES AND PERSUASION  
Wednesday, September 24, 2014  
Guest Host: Prof. William Cunningham, Rotman

Review Articles


Critique Articles


WEEK 4: NO CLASS
Wednesday, October 1, 2014

WEEK 5: AFFECT AND EMOTION
Wednesday, October 8, 2014
*Guest Host: Prof. Sam Maglio, Rotman*

Review Articles


Critique Articles


WEEK 6: HEURISTICS, BIASES AND NORMATIVE MODELS OF DECISION MAKING  
Wednesday, October 15, 2014

Critique Articles – choose one


Optional:


Editorials of most important marketing journals for consumer behaviour research


2) Laura Peracchio, Mary Frances Luce, and Ann McGill (outgoing editors), (2014), *Building Bridges for an Interconnected Field of Consumer Research*, Journal of Consumer Research / JCR, April.


Consumer Behaviour and Related Fields – Please choose one to summarize:


In class, you should be prepared to discuss the following issues concerning academic careers:

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Page 9 of 16
Marketing Knowledge

a) What differences are there in the type of research marketing practitioners and academics conduct?

b) How does quantitative, managerial, and behavioral research differ in approach?

c) Who generates marketing knowledge? Who receives it?

Publishing

a) What are the major journals in marketing?

b) How are manuscripts evaluated for publication in major journals? How does the review process work?

c) What criteria must a manuscript satisfy to be published in a major journal?

d) How do you assess the impact of an article?

Academic Career

a) What are the differences between careers at research-oriented and teaching-oriented schools??

b) What are the differences between careers at A-level and B-level schools?

c) What qualities are required to be a successful academic?

d) How do you plan for academic success and accomplishing career goals? What is a good research strategy?

e) How do you balance teaching and research? How important is teaching?

f) How do you get your first job?

Consumer Behaviour

a) What are the different research approaches in consumer behaviour?

b) What are the differences in these approaches?
WEEK 8: DECISION MAKING I
Wednesday, October 29, 2014

Review Articles


Critique Articles -- William F. O’Dell Award Papers from JMR


Optional:


WEEK 9:  REGULATORY FOCUS AND FIT
Monday, November 3, 2014, 9am – 12pm (note day and time change)
Guest Host: Prof. Pankaj Aggarwal, Rotman

Review Articles


Critique Articles


Pankaj would like each discussant to orally be able to address the following questions for their respective critique papers:
   a) Why was this paper written? In other words, what is the puzzle that this paper is trying to solve?
   b) What do you like about this paper? What aspect was really 'cool'?
   c) What did you not like about this paper? What would you do differently?
   d) 4. Based on this research, what future research idea would you consider pursuing?
WEEK 10: DECISION MAKING II  
Wednesday, November 12, 2014

Likely Guest: Prof. Ryan Webb, Rotman

Review Articles


Critique Articles


Optional:

WEEK 11: GOALS AND MINDSETS
Wednesday, November 19, 2014
Tentative Guest Host: Prof. Andrew Mitchell, Rotman

Review Articles


Critique Articles


WEEK 12: Fluency / Metacognition  
Wednesday, November 26, 2014  
Guest Host: Prof. Angela Y Lee, Kellogg, Northwestern Univ.

In this set of readings, you will learn about several types of fluency and their effects. Please prepare answers to the following questions as you go through the readings:

1. How many different types of fluency are examined/discussed in these papers? How do they differ?
2. What are the antecedents of these different types of fluency?
3. What are the different mechanisms by which fluency influences judgment?

Review Articles


Critique Articles


Please prepare answers to the following questions as you go through the readings:

- Intuitively, how do you think thoughts are represented in the human mind? In other words, what's the representational form of mental content? As abstract symbols? Or somehow grounded in the physical brain and body?

- What is the core claim of “embodied cognition”?

- Zhang and Li (2012) pit “embodiment” and “semantic activations” as two different accounts. Does this juxtaposition make conceptual sense to you? If not, why not?

- Based on the few papers this week, what do you hate about embodiment research?

Review Articles


Critique Articles


