Required Texts:


Non-Required Texts:


Course Objectives:

1. To help students understand the fundamental building blocks of truth, meaning, reality, and knowledge.
2. To discuss what a theory is and how one is created.
3. To explain the morphology of explanation as it relates to marketing.
4. To determine the nature and scope of marketing.
5. To provide information on the various schools of thought within marketing theory development.
6. To help the student nurture the "original thoughts" process.
7. To discuss the nature of science and the scientific method.
8. To discuss the role of laws and theory in marketing science.
9. To discuss to what extent is marketing science guided by (or ought to be guided by) empiricism, rationalism, idealism, logical positivism, logical empiricism, falsificationism, relativism, or scientific realism.

Course Description:

This course is designed to elicit debate, discussion, and knowledge not only of marketing but the building blocks upon which marketing rests. This theory course is interested in "(T) (t)ruth" and "knowledge" but also the process of getting "there" wherever "there" may be. It is not important that we all agree or that you agree with me. What is important is that you know where "there" is and how you got "there."

Pursuant to these goals, class participation is essential and mandatory. In addition, one student will be assigned each period as discussant leader and will be responsible for distributing abstracts of each article or book assigned that day as well as developing questions from the readings. This procedure helps in several ways.

First, students who wish to take their comprehensive examinations will have each article summarized making studying easier. It also helps students to put each individual article into perspective relative to the entire topic. Second, by having others do article abstracts you will be able to see varying perspectives of an article’s important aspects. Finally, by spreading out the abstract writing, each student lightens the load of others. This should not be construed as an excuse not to read all materials.

Theory Paper (Manuscript) 60%:

A paper reviewing some current business theory and applying it to marketing or debating an existing theory and its underlying faults or strengths or proposing new models is acceptable. The goal is to submit a manuscript to such journals as: Journal of Marketing Theory and Practice, Marketing Theory, Journal of MacroMarketing, or Academy of Management Review. If you never have used library database, please see someone in Morris Library. You do not want to naively use only one database and tell me your review is exhaustive. You should be able to do an effective and efficient literature review, synthesize the literature down to where it makes
sense, and be able to show gaps and suggests answers to those gaps. Your paper must reflect the publication standards of your proposed journal.

**Quizzes 40%**:
Every period you will have thirty-forty five minutes to answer one of two questions derived from the readings. The objective is to prepare you for your comprehensive exams. There are three things that I look for in an answer. First, does the student remember the critical literature within the topic? This is demonstrated by knowing author names and dates. In theory who said what and when is very important. Second, I look for synthesizing the material into a coherent form. I'm big on figures, tables, and diagrams because one can say a great deal in a small amount of time. Finally, I look for extension and support for opinions. After each question you should be able to extend on the body of knowledge by showing the gaps in the literature and proposing hypotheses, paradigms, theories, or models using articles and books not required in class. As a Professor you will be expected to propose and defend original thought in the development of manuscripts and your dissertation.

**Grading:**
The grading scale is the usual A-C.

**COURSE SCHEDULE**

**Reading Assignments**

**WEEK OF**

**8/18-8/25**  **TRUTH, OBJECTIVITY, REALISM**
1. Natural Philosophy and the Rise of Science: From Plato to Hegel CMT 1-2
2. The Nature of Truth, Objectivity, and Realism CMT 7-9
3. From Classical Realism, Logical Empiricism, Historical Relativism, to Post-Relativistic Philosophy of Science CMT 3-5
4. Qualitativness  CMT 6 and FMT 1
5. Foundationalism, Coherentism, Internalism, and Externalism FMT 8,
6. Nonrealism and Correspondence Theories TT 1-4
7. Scientific Method FMT 3-7
9. Tarski’s Semantic theory, TT 5, 6
10. Justification theories and Davidson and Dummett, TT 7, 8

**9/2**  **GENERAL THEORY CONSTRUCTION**
1. TT9, 10
2. FMT 1, 2
3. Discovery-Oriented Consumer Research; Wells; JCR, March 1993.

**9/8 GENERAL THEORY CONSTRUCTION CONTINUED**

1. Meta-theory and Meta-methodology in Marketing: A Lakatosian Reconstruction Leong, JM, Fall 1985
2. Humanistic Inquiry in Marketing Research: Philosophy, Method, and Criteria; Hirschman JMR, August 1986
4. On Relativism and Interpretivism Anderson ICR, 1989
5. The Relativist/Constructionist Perspective on Scientific Knowledge Peter & Olson, ICR, 1989
6. Interpretive, Qualitative, and Traditional Scientific Research Calder & Tybout ICR, 1989
7. Intellectualization in Macromarketing: A World Disenchanted Monieson JMM, Fall 1988
9. Intellectualization in Macromarketing Revisited: A Reply to Hunt Monieson JMM, Fall 1989

**9/15 THEORY TYPES AND THE NATURE AND SCOPE OF MARKETING**

9/22 THEORY TYPES AND THE NATURE AND SCOPE OF MARKETING CONTINUED

9/29-10/6 MARKETING’S SCIENTIFIC MEANING
7. FMT 9

10/15 **MARKETING THEORIES (GENERAL, SERVICE, & BRANDING)**
10/20 MARKETING THEORIES (PRODUCT, ADVERTISING, & DECISION MAKING)


10/27 MARKETING THEORIES (PRODUCT, ADVERTISING, & DECISION MAKING)


Brand Equity

**COMPLETED FINAL DRAFT OF PAPER**

**11/2 PRODUCTS**

**11/10 BRANDING**

**MY FINAL COMMENTS ON YOUR FINAL DRAFT**

**11/17 BRANDING**


12/1 CONSUMER RESEARCH
2. Hermeneutics and Consumer Research Arnold & Fischer JCR, June 1994
4. Historical Method in Marketing Research Goldner JMR, 2000
5. Relativism for Consumer Research? Siegel JCR, June 1988
6. Confirmatory vs. Comparative Approaches to Theory Tests Sternthal, Tybout & Calder; JCR, June 1987
7. Consumer Research and Semiotics…Mick JCR, 1986
8. Putting the Consumer …: The Philosophy & Methodology of Existential-Phenomenology Thompson, Locander, & Pollio JCR, 1989

12/8 FINAL EXAMS & PAPER DUE 05:30, (Must be in Microsoft Word)
*It is mandatory for the discussant leader to give out recent articles (i.e.: 2003-present) one week before the discussion.

Suggested Articles for Theory


Sawhney, Mohanbir; Verona, Gianmario; Prandelli, Emanuela. (2005) Collaborating to create: The Internet as a platform for customer engagement in product innovation. *Journal of Interactive Marketing,* 19 (4) Autumn, 4-17.


Pechmann, Cornelia, Guangzhi Zhao, Marvin E. Goldberg and Ellen Thomas Reibling (2003), What to Convey in Antismoking Advertisements for Adolescents: The Use of Protection Motivation Theory to Identify Effective Message Themes. *JM* 67 (2) April, 1-18.


Word-of-mouth Marketing (WOM)


What Consumer Research Is …Calder and Tybout, *JCR*, June 1987

Interpreting Monieson: Creative and Destructive Tensions Dholakia *JMM*, Fall 1988

The Reification-Realism-Positivism Controversy in Macromarketing: A Philosopher’s View Levin *JMM*, Spring 1991


Liberatory Postmodernism and The Reenchantment of Consumption Firat and Venkatesh JCR, December 1995

Do We Need Critical Relativism? Cooper JCR, June 1987

Relative to What – That Is The Question Anderson JCR, June 1988


What Is Consumer Research? Holbrook JCR, June 1987

Alternative Ways of Seeking Knowledge in Consumer Research Hudson & Ozanne, JCR, March 1988


Literary Criticism and Consumer Research … Stern JCR, 1989

Feminist Thought: Implications for Consumer Research Bristor & Fischer JCR, March 1993


