MARKETING THEORY
Conceptual and Causal Modeling in Marketing

Instructor
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Purposes
The course provides the conceptual foundations of the marketing discipline, and introduces students to the development of research ideas in the different areas of marketing. It has three specific goals:

- Introducing the epistemology of causal modeling in marketing;
- Understanding the different approaches to research in marketing;
- Stimulating the conceptual development of research proposals.

Design
The first two sessions provide the general logic underlying conceptual models and, especially, discusses the theoretical assumptions of causality. Sessions 3 and 4 introduce the students to the conceptual domain of the marketing discipline. Sessions 5 and 6 discuss the different forms through which it is possible to run research and contribute to the marketing discipline. Sessions from 7 to 12 illustrate different contributions in the three main sub-fields of: marketing strategy, consumer behavior, and marketing modeling. The article-mix for each session aims to reflect the inclusion of both old milestone papers and more recent pieces.

Format
With the exception of Session 1 and 2, class activity is almost entirely based on reading, presenting, and discussing the articles provided in the schedule. Students are asked for regular and punctual attendance to sessions and have to read and be prepared on all the articles indicated for each session. Any evidence that a student is not completing the readings will seriously detract from her/his grade.

Each session, all students need to be prepared to present the papers assigned for that day. A discussion leader will be selected, who is expected to generate a discussion after each presentation, especially focusing on conceptual issues.

With the exception of the first two Sessions, all students have to write a brief synopsis for all the articles that will be discussed in each session (max. half a page single-spaced for each article), which has to be sent to the instructor before the class. The synopsis should provide the response to the following question: what is the main message each paper tries to deliver?
Evaluation
At the end of the course, students are asked to develop a brief paper (max. 7 pages, single spaced) that includes a possible research path on a specific marketing topic. Specifically, students are asked to:

- Surf across the issues of JM, JMR, JCR, MKSC in 2015-2019, and choose a topic they prefer;
- Choose either the Brinberg and the MacInnis framework (see classes #5 or #6) as a referential scheme;
- Develop a short paper, in which proposing a research path to extend knowledge on the selected topic.

Material and Sessions
[this list is preliminary: new paper will be added in due course]

Session 1 - The Logic of Causal Order
- Davis J.A., 1985. - The logic of causal order. Sage (up to page 22)
- Davis J.A., 1985. - The logic of causal order. Sage (from page 22 on)

Session 3/4 - The Domain of Marketing
- ...

Session 5/6 - Theorizing in Marketing
- ...

Session 7/8 - How to Contribute in the Marketing Strategy Field

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*Session 9/10 – How to Contribute in the Consumer Behavior Field*


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*Session 11/12 – How to Contribute in the Marketing Modeling Field*


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*Short Bio*

Andrea Ordanini is BNP Paribas Professor of Marketing and Service Analytics, and Chair of the Marketing Department at Bocconi University, Milan, Italy. He has been a visiting researcher at the London School of Economics in 1997 and at the University of California at Irvine in 2003 and 2006. He was the recipient of the Journal of Service Research Best Paper Award in 2011, and currently acts as an Associate Editor for that Journal. His research interests mainly focus on consumption of cultural goods and service marketing. His research was published, among the others, on the Journal of Consumer Research, Journal of Consumer Psychology, Journal of the Academy of Marketing Science, International Journal of Research in Marketing, Marketing Letters.