MKTG 955 – Economic / OR Models in Marketing Part B

Time:
Tuesday, 1:30pm – 4:30pm (Except for when as noted).

Location:
JMHH 7th floor, small conference room.

Team:
Instructor: Ron Berman, ronber@wharton.upenn.edu
TA: Uppal, Abhinav, auppal@wharton.upenn.edu

Description:
The goal of the course is to introduce students to advanced analytical methods and models used in the Economics and Marketing literature.

The focus of the course will be primarily on topics that apply to research of “online” markets and competition and as such may yield testable hypotheses in existing (online) data. A secondary focus is a methodological focus introducing students to research using specific approaches and techniques in each session.

Students from non-marketing disciplines will benefit from this course through exposure to applied and recent research that uses economic theory in an online setting. In addition, we will discuss open problems that may be applicable to the student’s work.

In each session we will cover 3-4 research papers (and some book chapters). Students will be asked to read all papers and submit a 1-page summary of a paper of their choice in each session.

There will be two guest speakers in the course:
• Prof. Jagmohan Raju (Wharton Marketing)
• Prof. Zsolt Katona (Berkeley-Haas Marketing)

Requirements:
A student taking the course should have good knowledge of game theory and be familiar with the topics of mechanism design, pricing, competition and basic Bayesian learning. Good knowledge of classic industrial organization topics can be beneficial.

Assessment:
The course will have a written assignment due after 5 weeks and a final paper proposal due after the semester.
Textbook:

Sessions:
1) Consumer Search & Product Design (3/15/2016)

2) Learning, Herding & Word of Mouth (3/22/2016)
   a) * Observational Learning – EK Sections 16.5 – 16.6

3) Signaling and Cheap Talk (3/29/2016)
4) Guest Lecture (4/5/2016) – Jagmohan Raju
   a) Session will be between 4pm – 7pm and include dinner.

5) Guest Lecture (4/12/2016) – Zsolt Katona

6) Externalities, Network Effects & Platforms (4/19/2016)


   d) * EK Ch. 17

7) Matching and Summary (4/26/2016)

