

**The Wharton School  
University of Pennsylvania**

**MKTG 973 Research Seminar in Marketing - Part A  
Fall 2016**

**Thursday, 12:00-1:20 PM**

Professor Jonah Berger

Office: 768 JMHH

Office hours: By appointment (send an e-mail)

E-mail: [jberger@wharton.upenn.edu](mailto:jberger@wharton.upenn.edu)

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**Course objectives**

The purpose of this course is to expose doctoral students to a variety of cutting-edge research in marketing in order to help them to define and advance their research interests. This course offers:

1. In-depth discussion of important topics in marketing by experts in respective areas;
2. Exposure to tools and methodologies required for conducting research in those areas;
3. Exposure to various marketing faculty, research styles, and presentation styles;
4. The opportunity to experience on-going research being presented and discussed, rather than just experiencing finished-and-polished research products through manuscripts or publications.

**Prerequisites**

Having taken, or be taking concurrently, MKTG 942/943 (Research Methods), or similar graduate-level courses.

**Course format**

The course is a half-credit course meeting throughout the Fall semester, Thursdays 12:00-1:20 PM.

The format is that of a seminar or workshop, discussing on-going and other yet-unpublished research.

The focus of each meeting is a research presentation by a different faculty member at Wharton or another academic/research institution and may even include doctoral student speakers. The great majority of guests will be from marketing academia, but a few may be from other areas, like psychology, communications, neuro science, operations, economics, IS/CS, or analytics.

**Grading**

Students will be evaluated on the quality of their contributions during the seminar /workshop sessions. Attendance is required.