

**The Wharton School  
University of Pennsylvania**

**MKTG 972 Advanced Topics in Marketing - Part B  
Spring 2017**

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

Ron Berman  
Office: 746 JMHH  
Office hours: By e-mail appointment

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

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### **Course objectives**

The purpose of this course is to allow students and faculty to expose their work to other, receive feedback and foster knowledge diffusion. This course offers:

1. In-depth discussion of important topics in marketing by PhD students and faculty;
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 940/941 (Data Analysis) and MKTG 942/943 (Research Methods), or similar graduate-level courses.

### **Course format**

The course is a half-credit course meeting throughout the Spring semester, Wednesdays 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The format is that of a seminar or workshop, discussing on-going and other yet-unpublished research.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 or PhD student at Wharton or another school within UPenn. 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 work presented and contributions during the seminar /workshop sessions. Attendance is required.