

**The Wharton School  
University of Pennsylvania**

**MKTG 974 Research Seminar in Marketing - Part B  
Spring 2017**

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

Christophe Van den Bulte  
Office: 759 JMHH  
Office hours: By appointment (send an e-mail)

Tel: 898-6532 Fax: 898-2534  
E-mail: [ydbulte@wharton.upenn.edu](mailto:ydbulte@wharton.upenn.edu)

---

### **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 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, Thursdays 12:00-1:20 PM.

The format is that of a seminar or workshop, discussing on-going and other yet-unpublished research. The Wharton marketing camp, which is a full-day event organized around 4 research presentations, is also part of the course (date TBA).

The focus of each meeting is a research presentation by a different faculty member at Wharton or another academic/research institution. 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. This includes the Wharton marketing camp.