

**The Wharton School
University of Pennsylvania**

**MKTG 974 Research Seminar in Marketing - Part B
Spring 2020**

Thursday, 12:00-1:20 PM

Instructor: Raghuram Iyengar

Office: 756 JMHH

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

Office Phone: 215 898-2391

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The format is that of a seminar or workshop, discussing on-going and other yet-unpublished research.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

Registration

By permit only. Obtain a permit by emailing your Penn ID to the Marketing Department's course coordinator at resslerk@wharton.upenn.edu. Please cc the course instructor on this email, as the instructor's approval is required before the permit will be issued. Once issued, it is the student's responsibility to claim the permit in Penn in Touch to complete the registration.