

MARKETING

The Kellogg Marketing doctoral program provides rigorous training in the skills required for success as a world-class marketing researcher. This is achieved via coursework, close collaboration with faculty, and intellectual exchange in a department known for its research culture.

Our program offers two different tracks in training marketing scholars: a consumer behavior track, and a quantitative marketing track. Both tracks focus on understanding the impact of marketing activity on consumers and firms. However, they differ in terms of the theories and methods used to analyze data. Consumer behavior researchers tend to focus on psychological aspects of a consumer's decision-making process and analyze data collected through laboratory studies and field experiments. Quantitative marketing researchers often draw on theories of behavior from related social sciences (e.g., economics, psychology, sociology), use data from observational and archival sources and field experiments, and analyze the data using advanced statistical and econometric techniques.

Additional resources:

- Department website (<https://www.kellogg.northwestern.edu/faculty/academics/marketing.aspx>)
- Program handbook(s)

Degree Offered

- Marketing PhD (<https://catalogs.northwestern.edu/tgs/marketing/marketing-phd/>)

Learning objective(s)/Students should be able to...

- Learning objectives are provided within the program handbook.

Marketing Courses

MKTG 499-0 Independent Study (1 Unit)

Students with superior records who wish to study some significant phase of marketing in more depth than is provided in regular courses may register for independent study with a selected instructor. Permission of the instructor and department are required.

MKTG 531-1 Theory Building in Consumer Behavior Research (1 Unit)

The purpose of this course is to acquaint you with the principles of theory building in social science research, to help you distinguish between theory-building research and research with other aims, and to provide you with an opportunity to develop your ability to conceptualize and develop research that builds theory.

MKTG 531-2 Methods and Data in Consumer Research (1 Unit)

This course focusses on three topics: (1) how to formulate and test interaction effects with continuous and discrete factors in experimental designs; (2) how to perform meta-analyses of multiple as well as single (e.g., your) papers; and (3) how to conduct and interpret mediation analyses. Techniques that facilitate reproducible manuscripts which integrate text, data analyses, and statistical outputs are emphasized.

MKTG 531-3 Developing Impactful Consumer Behavior Research (1 Unit)

Taking a problem-solving approach, we examine how psychological insights inform and solve real-world consumption problems, and how real-world problems provide new psychological insights. Taking an empirical deep-dive, we also discuss published data, what we can/cannot infer, how to make objective conclusions, and to enhance their

substantive impact (e.g., employing observational data, field studies, choice data, and/or programmatic experimental designs).

MKTG 540-0 Special Topics in Consumer Research (1 Unit)

This course introduces students to new topics and approaches in consumer behavior research. As such, the topics will change from year to year, and students will be challenged to further develop the theoretical model proposed in the papers. Besides being relevant to marketing students, this course is likely of interest to graduate students in psychology, communication studies and education.

MKTG 550-0 Quantitative Marketing: Analytic Modeling (1 Unit)

Analytic models are used across many areas of marketing including strategy, pricing, product design, channel management, and sales force compensation to provide insight into the impact of market forces, competition, consumers, and firm choices on outcomes such as profit, sales, and welfare. In this course, we cover what analytic models are, their purposes, and how to build and analyze them.

MKTG 551-1 Quantitative Marketing: Introduction to Theory and Empirical Methods (1 Unit)

This survey course introduces students to substantive and methodological issues in quantitative marketing. We cover ~6 weeks of material on substantive issues such as pricing, advertising, peer effects, and word of mouth. We also cover ~4 weeks of material on methods of causal inference. The readings are multidisciplinary and include topics from marketing, psychology, microeconomics, operations management, and macroeconomics.

MKTG 551-2 Quantitative Marketing: Statistical Modeling (1 Unit)

This is a doctoral course on statistical models and topics alternate from year to year. Currently, in odd years the course is on Bayesian methods and computation while in even years the course is on applied and computational statistics. Marketing applications include but are not limited to conjoint analysis, choice models, data minimization, perceptual maps, etc.

MKTG 551-3 Quantitative Marketing: Structural Modeling (1 Unit)

This course provides a foundational understanding of static and dynamic discrete-choice models, with applications drawn from quantitative marketing and economics. The course takes a "hands on" approach to research, with class being a mix of lectures, discussion of articles, and hands-on empirical analysis. Coding assignments are the bulk of the grade.

MKTG 552-0 Topics in Quantitative Marketing (1 Unit)

This seminar required of 2nd-4th year students exposes students to working papers in current areas of active research. Students read, present, and discuss recent papers with the goal of improving their ability to evaluate a paper's academic contribution and managerial relevance and to further extend their knowledge of models and methods.

MKTG 552-N Topics in Quantitative Mktg (0 Unit)

To be scheduled after MKTG 552-0. For use when MKTG 552-0 runs beyond 1 quarter.

MKTG 560-0 Marketing Strategy (1 Unit)

The seminar covers topics in marketing strategy and marketing management, including the development of marketing, the concept of marketing, the impact of marketing strategy on firm performance, order of entry and competitive advantage, branding, and market orientation. The focus is on major advances in each area, relevant research in related disciplines, and current areas of interest.

MKTG 565-0 Marketing Topics: Behavioral and Quantitative Perspectives (1 Unit)

<p>This seminar focuses on research topics that are central to the field of marketing. Although seminars often consider these questions from either a quantitative or a behavioral, this class provides Ph.D. students with an introduction to research by drawing on both quantitative and behavioral approaches, a broad range of methods, and different research paradigms used in marketing. </p>

MKTG 590-0 Research (3 Units)

Independent investigation of selected problems pertaining to thesis or dissertation. May be repeated for credit.