Econometric Models of Marketing Issues

Instructions for Students:

The syllabus lists seven topics that will be discussed in class. Each topic will be presented by students (by group of two or three students). In order to prepare for the topic, the students responsible for the session will need to read the background reading listed in the syllabus. They will also need to select three articles at least two weeks before the class that they would like to focus on. These three articles will need to be read by all students enrolled in the class for discussion.

The class presentation should not focus on the three articles selected but rather on the general issues regarding the topic covered. It should include:
1. The identification of the marketing issues addressed in the topic.
2. A review of the marketing literature on these issues and the econometric modelling that has been published.
3. A critique of the issues addressed and the applied econometric methods.

It is important for this presentation to go beyond the three selected articles and to provide a framework that brings together the literature on the topic concerned.

This presentation should be planned for 1 hour. Prepare Power Point slides with handout copies to be distributed in class.

The remaining 2 hours will be devoted to a thorough discussion of the three specific articles assigned. Each student in the class should be prepared to raise a critical issues with the article as well as to present one research idea on the topic concerned.

Please e-mail my assistant, Georgette Duprat at: Georgette Duprat with the names of the articles you would like to select.
Texts:


Final Paper:

A final review paper will be required for the course. The paper should identify an empirical marketing research problem, describe the theoretical basis of the question, summarize ingenuously past empirical research on the subject. The paper should ideally conclude with the identification of opportunities of econometric methodology to analyze the research question.

Grading:

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Outline:

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<th>Session 1:</th>
<th>Market Share Models - Specification and Estimation Issues</th>
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<td>Session 2:</td>
<td>Marketing Mix Resource Allocations and Multicolinearity</td>
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<td>Session 3:</td>
<td>Advertising Dynamics: Distribution Lags and Autocorrelation</td>
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<td>Session 4:</td>
<td>Estimation of Long Term Marketing Effects</td>
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READING ASSIGNMENTS:

Session 1:
Market Share Models - Specification and Estimation Issues

Background readings:

Judge et al., Chapter 11.
Greene, Chapter 8.
Hanssens et al., Chapters 2 & 3.


Hanssens et al., Chapter 6.
Cooper & Nakanishi, Chapters 1, 2, 3 & 5.

Articles:


### Session 2:
**Marketing Mix Resource Allocations and Multicollinearity**

**Background readings:**

Judge et al., Chapter 12

Greene, Chapter 9 (Section 9.2)


**Articles:**


### Session 3:
**Advertising Dynamics: Distribution Lags and Autocorrelation**

**Background readings:**
Judge et al., Chapters 5, 15 & 16
Greene, Chapters 15 & 18
Hanssens et al., Chapter 7.

Articles:


Session 4:
Estimation of Long Term Marketing Effects

Background readings:

Judge et al., Chapter 7
Greene, Chapter 19
Hanssens et al. Chapters 4 & 5

Articles:


Moriarty, Mark and Arthur Adams (1979), "Issues in Sales Territory Modeling and Forecasting Using Box-Jenkins Analysis," *Journal of Marketing Research*, 16 (May), 221-232.


Session 5:
Varying Effects of Marketing: Varying Parameter Models

**Background readings:**

Judge et al., Chapters 9 & 10

Greene, Chapter 16

**Articles:**


### Session 6:
**Endogeneity and Simultaneity of Marketing Phenomena**

**Background readings:**

Greene, Chapters 17 & 20

**Articles:**


### Session 7:
Estimating the Effect of Strategic Factors and the Role of Unobservable Variables

Background readings:

Judge et al., Chapter 13.

Greene, Chapter 9 (Section 9.5)

Bagozzi, Chapters 4 & 6.

Articles:


Updated novembre 26, 2009