

## RESEARCH TOPICS IN MARKETING MKT 397

**SPRING 2011** 

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Course Web Page via Blackboard (courses.utexas.edu)

Meeting LocationCBA 7.204 or CBA 6.420 as warranted by speaker scheduleMeeting TimeF 10:30AM-1PM or TBD as warranted by speaker schedule

## **Course Overview and Learning Objectives**

The purpose of this course is to discuss current research papers in the academic marketing literature. Your coursework to date has given you the foundation of knowledge required to succeed as marketing academics. The primary objective of the course is to prepare you to become critical consumers of academic research presentations and written papers in marketing.

The seminar will focus heavily on the papers presented by invited speakers from top academic institutions. On the week of the seminar, we will meet to discuss and critique the paper, typically presented to the Marketing Department on Fridays. The meeting times are to be determined. Your grade in this seminar will be determined by your class participation at the meeting as well as your participation in the seminar. In addition, you will be required to review a select number of the seminar presentations and seminar papers. These reviews will be submitted electronically and will be due one week after the presentation.

## Grading

Your grade in this course will be determined as follows:

Participation 75% Review Paper 25%

## Schedule (subject to change)

1	F	1.21	TDB
2	F	1.28	TBD
			(12 PM – 1 PM) CBA 6.420
3	F	2.4	TBD
4	F	2.11	TBD
			(12 PM – 1 PM) CBA 6.420
5	F	2.18	Winter AMA
6	F	2.25	Vladas Griskevicius - Minnesota
			(10:30 AM – 12 PM) CBA 6.420
7	F	3.4	GSC Faculty Meeting
			(12 PM – 2 PM) CBA 6.420
8	F	3.11	TBD
			(12 PM – 1 PM) CBA 6.420
9	F	3.25	Raghuram Iyengar - Wharton
9	F	3.25	Raghuram Iyengar - Wharton (10:30 AM – 12 PM) Legacy Events Room
9	F	3.25 4.1	• •
	-		(10:30 AM – 12 PM) Legacy Events Room
	-		(10:30 AM – 12 PM) Legacy Events Room  Joon Ro
10	F	4.1	(10:30 AM – 12 PM) Legacy Events Room <b>Joon Ro</b> (12 PM – 1 PM) CBA 7.204
10	F	4.1	(10:30 AM – 12 PM) Legacy Events Room  Joon Ro  (12 PM – 1 PM) CBA 7.204  Debika Sihi
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10	F	4.1	(10:30 AM – 12 PM) Legacy Events Room  Joon Ro  (12 PM – 1 PM) CBA 7.204  Debika Sihi  (12 PM – 1 PM) CBA 6.420  Saim Kashmiri
10 11 12	F	4.1 4.8 4.15	(10:30 AM – 12 PM) Legacy Events Room  Joon Ro  (12 PM – 1 PM) CBA 7.204  Debika Sihi  (12 PM – 1 PM) CBA 6.420  Saim Kashmiri  (12 PM – 1 PM) CBA 7.204
10 11 12	F	4.1 4.8 4.15	(10:30 AM – 12 PM) Legacy Events Room  Joon Ro  (12 PM – 1 PM) CBA 7.204  Debika Sihi  (12 PM – 1 PM) CBA 6.420  Saim Kashmiri  (12 PM – 1 PM) CBA 7.204  Szu-Chi Huang
10 11 12 13	FFFF	4.1 4.8 4.15 4.22	(10:30 AM – 12 PM) Legacy Events Room  Joon Ro  (12 PM – 1 PM) CBA 7.204  Debika Sihi  (12 PM – 1 PM) CBA 6.420  Saim Kashmiri  (12 PM – 1 PM) CBA 7.204  Szu-Chi Huang  (12 PM – 1 PM) CBA 6.420