

“What matters is how you think and not what you think”

**FALL 2012
ADM 9961**

**Séminaire sur la pensée et le développement théorique en marketing—
Development of Marketing Thought: Historical Perspectives
To Contemporary Theories**

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BRIEF OVERVIEW OF SEMINAR CONTENT
(The seminar can be taught in both French and English)

The seminar has been taught in both languages. The language of instruction depends on the language preference of students. The professor makes sure that students can express themselves freely in the language of their choice. Most of the material presented in class (visual aids, ppt slides, etc.) is in English, as are the vast majority of articles to read. The seminar is not on methodology per se but on knowing more about the content, form and shape of marketing as it evolved over centuries into a formal academic discipline as we know it today.

Welcome to the wonderful world of marketing history, thought and theory. The main objective of the seminar is to make students appreciate the relevance and importance of marketing history and *historical research methods* to the development of marketing thought and theory. The approach taken in the seminar will help students understand what marketing is, where it came from as a discipline, where it is now, and where it is going in the future. It is vitally important for PhD students to have a solid understanding of the history of marketing thought and to know more about the scholars who have contributed to shape the content and structure of this discipline and who are still contributing. In general, marketing academicians will not teach or do research in areas they know little about or have not studied. Today's research preoccupations and interests may not be the same in the future. Students need to fall back on acquired knowledge during their doctoral training to make sure they evolve with the changing research interests and priorities of their chosen discipline.

Marketing management is *not* emphasized in this seminar. After all, PhDs are the future scholars of marketing and they are unlikely to take management marketing responsibilities. Their contributions will be more in line with ideas and concepts which can transform this social science. And yes, marketing is a social science and should not be constrained as simply the study of some micro aspect of the field such as consumer behavior, advertising, or branding, among many other micro topics. The making of economic society is much broader in scope and by the same token marketing needs to be studied from this broader, macro perspective.

The seminar helps doctoral students prepare for the future. The material presented in the seminar will help students prepare for a life long career as a marketing professor, irrespective of one's interest in a particular topic or area of specialization at the present time. There is a weekly

assignment but students are only required to submit a total of seven; that is one every two weeks on the average. Students need to plan these weekly assignments such that they are spread out over the semester. In other words, it will be unacceptable to hand in the 7 weekly assignments in a row. Of course, students are encouraged to submit more than the required number. There is also a term paper due at the end of the seminar. Students may be asked to give a short presentation at the end of the seminar based on a topic studied during the seminar. Also, a marketing textbook review is to be submitted during the semester. The specifics of the assignments are well explained in the elaborate outline to be handed out prior to the first class meeting. Class attendance is mandatory and if history is any indication, the seminar usually goes beyond its 3 hour allotted time per week.

The following are some of the topics/themes that will be presented and discussed during the seminar.

- What is marketing? definitions, debates
- What is the origin of marketing as an academic topic? As a practice?
- What is the importance of economics to marketing thought and theory?
- Who were the great thinkers/scholars who helped establish marketing as an academic subject and what were their contributions?
- What are some of **marketing's paradigms**?
- What are the important **schools of thought** in marketing?
- What is Aldersonian marketing thought, the father of modern marketing management?
- What is Bartellian marketing thought, the father of marketing's intellectual history?
- What is Dixonian marketing thought?
- What is Beckmian marketing thought? as well as so many other contributors to the marketing discipline such as Nystrom, Copeland, Converse, McNair, Shaw, Cox, Hollander, Fisk, Hunt, Davidson, Kotler, and so forth.
- Who are the current contributors to marketing thought?
- Is marketing history important in academic marketing and research?
- What are some of the historical research methods in marketing?
- What is macromarketing? What are its subfields?
- What are the many research opportunities in macromarketing?
- What is the role of marketing in development?
- What is systems analysis in marketing?
- Is distribution the sine qua non of marketing?
- How was marketing studied before vs. now/today? How about in 20 or 30 years from now?
- What happens to marketing as a social science when the generic concept of exchange prevails?
- What should be taught in marketing courses, especially in the introductory course?
- Who should teach the introductory course in marketing?

Following is a full 14-week list of topics to be covered. The 14-week schedule will need to be adjusted if student enrollment is less than the required minimum. Students' assignments will also need to be adjusted. Some topics may need to be combined, for e.g. meeting #1 combined with meeting #2.

Topics/Themes to be Covered

- Meeting #1** **Overview of the marketing thought and theory course**
Introduction to the wonderful world of marketing thought, marketing history, and marketing theory
Various approaches used in teaching such a seminar
Discussion of numerous marketing myths
How to obtain articles, assignments, etc.
(NB: Meetings 1 and 2 can be combined if students have already read the required reading material).
- Meeting #2** **What is marketing?**
Definitions and explanations
Required readings
Assignment #1
Book Report (to be handed in during the last week of November)
- Meeting #3** **Development of marketing thought**
Required readings
Assignment #2: Marketing Theory and History
- Meeting #4** **Historical research in marketing and methods (cont'd)**
Continuation of topic covered in Meeting #3
Assignment #3
- Meeting #5** **Marketing theory and metatheory**
Required readings
Assignment #4: Metatheory example: Required assignment
- Meeting #6** **Paradigms and schools of thought in marketing**
The scientific status of marketing
Required readings
Assignment #5: What are the schools of thought in marketing?
- Meeting #7** **Functionism and marketing thought**
The functional school of thought/functionalization in marketing
Required readings
Assignment #6
- Meeting #8** **Marketing thought and theory and channels**
Historical, institutional and theoretical developments
Required readings
Assignment #7
- Meeting #9** **Logistical thought and theory**
Required readings
Assignment #8
- Meeting #10** **Aldersonian marketing thought**
Required readings

Assignment #9

- Meeting #11** **Macromarketing thought and theory**
Definitional and theoretical developments
Required readings
Assignment #10
- Meeting #12** **Broadened marketing thought**
Definitional, theoretical and identity consequences
Required readings
Assignment #11
- Meeting #13** **Marketing and development**
Required readings
Assignment #12: The marketing—economic development interface
- Meeting #14** **Final comments and seminar evaluation**
Student presentations (tentative)

Please note that this seminar has been offered for many years. As a result, many more topics have been prepared for this doctoral seminar over this period of time. Given the professor's constraint of having to teach marketing thought and theory, the history of marketing thought, epistemology of marketing, schools of thought in marketing, and relevant discussion pertinent to marketing management theory as well, historical research methods and so forth all in one semester, it becomes impossible to cover all of this material in a 14 week semester.

Grading (for a full 14 week seminar)

The tentative grade determination for the seminar is as follows:

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|-----------------------------------|------------|
| 1. Semester term paper | 25% |
| 2. Weekly assignments (best of 7) | 50% |
| 3. Book review | 15% |
| 4. Class attendance | <u>10%</u> |
| | 100% |

(NB: I'm reluctant to count class attendance as part of your grade...)

Grade distribution is in accordance to the Joint Ph.D. program:

A+, 90%+; A, 85-89; A-, 81-84; B+, 77-80; B, 73-76; B-, 70-72; C+, 67-69; C, 65-66; below 65, F.