MKTG 955 – Analytical Models in Marketing Part B

Time:
Tuesday, 3:30pm – 6:30pm (Except when noted).

Location:
Canvas + BlueJeans

Team:
Instructor: Ron Berman, ronber@wharton.upenn.edu

Description:
The goal of the course is to introduce students to advanced analytical methods and models used in the Economics and Marketing literature.

The focus of the course will be primarily on topics that apply to research of “online” markets and competition and as such may yield testable hypotheses in existing (online) data. A secondary focus is a methodological focus introducing students to research using specific approaches and techniques in each session.

Students from non-marketing disciplines will benefit from this course through exposure to applied and recent research that uses economic theory. In addition, we will discuss open problems that may be applicable to the student’s work.

In each session, we will cover 3-4 research papers (and some book chapters).

Requirements:
A student taking the course should have good knowledge of game theory. Good knowledge of classic industrial organization topics can be beneficial.

Assessment:
1. Presentation: In each session one student will present a 45 minute presentation about a paper.
2. Paper Summary: Non-presenting students need to submit (by email) a summary of one of the papers in the required reading list.
3. Assignment, Exam: The course will have a written assignment and a final exam.
4. Grading: Presentations/summary: 20%, Assignment: 40%, final Exam 40%.

Readings:
Papers marked with an asterisk (*) are required reading for each session.
Live Online Lectures:
1. We will meet once weekly for 3 hours using BlueJeans.
2. Presenting will be done by screen sharing slides.
3. Live math will be done using Mathematica. You can prepare the code before the lecture. Please make sure to have Mathematica installed/available before the first lecture. If you need more info, see here: https://support.wharton.upenn.edu/help/201366415-math-software-matlab-and-mathematica

Textbook:

Sessions:
1) Consumer Search & Product Design (Mar 24)

2) Learning, Herding & Word of Mouth (Mar 31)
   a) * Observational Learning – EK Sections 16.5 – 16.6

3) Signaling and Cheap Talk (Apr 7)


4) Networks (Macro) (Apr 14)

   b) * EK Ch. 17


5) Networks (Micro) (Apr 21)
   a) EK Ch. 2, 3


6) Externalities + Information Design (Apr 28)

