

**The Wharton School
University of Pennsylvania**

**MKTG 972 Advanced Topics in Marketing - Part B
Spring 2020**

Wednesday, 12:00-1:20 PM

Instructor: Barbara E. Kahn

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Course objectives

The purpose of this course is to allow students and faculty to expose their work to other, receive feedback and foster knowledge diffusion. This course offers:

1. In-depth discussion of important topics in marketing by PhD students and faculty;
2. Exposure to tools and methodologies required for conducting research in those areas;
3. Exposure to various marketing faculty, research styles, and presentation styles;
4. The opportunity to experience on-going research being presented and discussed, rather than just experiencing finished-and-polished research products through manuscripts or publications.

Prerequisites

Having taken, or be taking concurrently, MKTG 940/941 (Data Analysis) and MKTG 942/943 (Research Methods), or similar graduate-level courses.

Course format

The course is a half-credit course meeting throughout the Spring semester, Wednesdays 12:00-1:20 PM.

The format is that of a seminar or workshop, discussing on-going and other yet-unpublished research.

The focus of each meeting is a research presentation by a different faculty member or PhD student at Wharton or another school within UPenn. The great majority of guests will be from marketing academia, but a few may be from other areas, like psychology, communications, neuroscience, operations, economics, IS/CS, or analytics.

Grading

Students will be evaluated on the quality of their work presented and contributions during the seminar /workshop sessions. Attendance is required.

Registration

By permit only. Obtain a permit by emailing your Penn ID to the Marketing Department's course coordinator at resslerk@wharton.upenn.edu. Please cc the course instructor on this email, as the instructor's approval is required before the permit will be issued. Once issued, it is the student's responsibility to claim the permit in Penn in Touch to complete the registration.