Humboldt University Berlin
Institute of Marketing

Dr. Daniel Guhl and Narine Yegoryan

Marketing Seminar
Recent topics on modeling consumer behavior
Syllabus WS 2019/20

Course Description and Objectives:

This seminar covers recent topics on modeling consumer behavior. In particular, we will review and discuss extensions of simple discrete choice models (e.g., multiple discreteness, discrete-continuous choice, multivariate choice, …) as well as modeling deviations from rational decision making (e.g., regret minimization, noncompensatory decision process, context effects, …). Students will work in small groups. Each group will focus on a specific model and students are expected to motivate their particular topic and explain related research questions, identify and present the most relevant literature (i.e., review the literature), discuss the model(s) in detail (e.g., model derivation, elasticities, estimation, data requirements, …), present key findings (behavioral foundations, deviations from standard DCM, numerical examples, …), discuss strengths and weaknesses, outline the contribution and implications for marketing practice, and suggest avenues for future research.

Prerequisites, Number of Participants and Registration:

Prerequisite: Successful completion of the course "Advanced Marketing Modeling" or "Customer Analytics and Customer Insights."

To apply for this seminar, students must register (**starting October 1 until October 10, 2019**) for the course by sending an email to daniel.guhl@hu-berlin.de. The maximum number of participants is 20. For more information, see Agnes.

Course Web Page:

Course material will be made available on the Moodle system of the Humboldt-University Berlin. We will distribute the Moodle key in the first session (16.10.2018).

Course Grading and Deadline:

The students will work together in small groups (two or three students, depending on the final number of participants). Groups will be set-up once and will remain unchanged for the duration of the course. The course grade will be based solely on the written seminar paper (20 pages, 12pt Times New Roman, 1.5 line spacing, references are part of the page limit; title page, table of contents, and appendix are not). You also must present your work in class and should attend all class meetings.

Each group has to submit the first concept (i.e., abstract + TOC) for the seminar paper before **November 27 (23:59)**. Failure to provide this will result in failing the seminar.

The written seminar papers and the corresponding presentations must be submitted before **January 22 (23:59)**.

Submissions are accomplished by sending the corresponding materials to <u>daniel.guhl@hu-berlin.de</u>. Only pdf-files will be accepted. All documents must contain the name and matriculation number of all group members. You also have to hand-in a printed (and signed) version of your seminar paper.

Seminar Topics:

Each group chooses one topic (see examples below) and will be finally assigned in the third class meeting (see the schedule). The details regarding further literature will be discussed in the first session. As a first step to familiarize yourself with the topic of the seminar, we recommend reading the following review paper and book (The pdf-version of this syllabus available on our homepage has clickable links).

General Literature:

Chandukala , S.R., Kim, J., Otter, T., Rossi, P.E., and Allenby, G.M. (2008). Choice Models in Marketing: Economic Assumptions, Challenges and Trends. *Foundations and Trends in Marketing*, 2(2), 97-184. (<u>Link</u>)

Train, K.E. (2009). *Discrete Choice Methods with Simulation*, 2nd edition. Cambridge University Press. (<u>Link</u>)

Potential Topics:
- Multiple discreteness
- Discrete-continuous demand
- Multivariate choice (within and/or across categories)
- Choice complexity
- Screening rules
- Context effects
- Random regret minimization
- Disutility minimization
- …

Presentations:

The seminar papers are the basis of the presentations (in class), which must not exceed 30 minutes. All the group members are expected to present. The presentations should be submitted with the seminar papers before **January 22 (23:59)**.

Additionally, after the submission, each group will randomly receive the presentation of another group and will be responsible for preparing a few slides and serving as a discussant in class for the particular topic.

Tentative Time Schedule:

Course: Wednesday, 8:15 pm – 9:45 pm, SPA 1, 21b

CW	Date	Content
41	Oct 10	**Deadline for email application to the seminar**
42	Oct 16	Introduction and course logistics
43	Oct 23	Advisement session
44	Oct 30	Group formation and topic selection
45	Nov 6	Advisement session
46	Nov 13	Advisement session
47	Nov 20	Advisement session
48	Nov 27	Advisement session **Deadline: first concept of the paper (by 23:59)**
49	Dec 4	Advisement session
50	Dec 11	Advisement session
51	Dec 18	Advisement session
2	Jan 8	Advisement session
3	Jan 15	Advisement session
4	Jan 22	Advisement session **Deadline: seminar papers and presentations (by 23:59)**
5	Jan 29	Seminar presentations
6	Feb 5	Seminar presentations
7	Feb 12	Seminar presentations + course wrap-up

CW = Calendar week