

Humboldt University Berlin

Institute of Marketing

Marketing Seminar 70700
“Better Marketing for a Better World”

Syllabus WS 2021/22

Dr. Vlada Pleshcheva

1 Course Description and Objectives

This marketing seminar builds upon the Journal of Marketing Special Issue: Better Marketing for a Better World¹. This issue presents wide-ranging studies that deal with the evaluation of the contribution of marketing science and practice to the improvement in various aspects of the world.

Based on this Special Issue, in this seminar, we will conduct a literature review leveraging concepts of marketing management and economic theory to address four key topics:

- Sustainability and Climate Concerns
- Economic and Social Empowerment
- Health and Wellbeing
- Prosocial Giving

Learning Outcomes

By the end of the course students will develop:

- Ability to systematically and independently address a research topic
- Competence in critical evaluation, identification, and summarizing of relevant studies
- Understanding of managerial implications derived from the studies
- Skills in identifying and discussing limitations of the research as part of an analytic report

¹Chandy, R. K. et al. (2021) ‘Better Marketing for a Better World’, Journal of Marketing, 85(3), pp. 1–9.

2 Prerequisites, Number of Participants and Registration

The successful completion of the courses “Customer Analytics and Customer Insights” or “Advanced Marketing Modeling” is a prerequisite for enrollment. Understanding of basic concepts from statistics (e.g., measurement error, statistical power, tests of significance, etc.) and data analysis are required.

The maximum number of participants is 20. To apply for this seminar, students must register (starting **October 01 until October 15, 2021**) for the course by sending an e-mail to contact@vlada-pleshcheva.com.

3 Course Web Page

Course material will be made available in the Moodle system of the Humboldt-University Berlin. The Moodle key will be distributed in the first seminar session (**October 22, 2021**).

4 Course Grading

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. Each group will be responsible for presenting and leading the discussion of the selected topic during the semester.

The course grade will be based (100%) on a written seminar paper (20 pages plus appendix) per group. Written seminar papers must be sent to contact@vlada-pleshcheva.com before the deadline expiration (see schedule below). Only pdf-files will be accepted. All submitted documents must contain the names and matriculation numbers of all group members. The seminar papers will also be presented in class.

Each group has to submit the first concept/structure for the seminar paper before **December 03, 2021 (23:59)**. Failure to provide this will result in failing the seminar. The written seminar papers and the corresponding presentations must be submitted until **January 14, 2022 (23:59)**.

The course’s credits of 6 ECTS correspond to a 150 to 180 hours workload that includes the times for preparation, attending the classes, writing the seminar paper, and self-study.

5 Seminar Topics and References

The final list of topics will be determined based on the number of participants. This will be done after registration in the first class meeting. Each group will choose one topic for which

the literature review and critical assessment of the studies will be performed. The presentation schedule will be finalized during the second class.

The topics for the seminar are based on the papers from the Journal of Marketing Special Issue. The initial references are listed below. However, students will have to search for additional literature for the topic they select. The details on further literature will be discussed during the course.

List of literature

1. Zhang, W., Chintagunta, P. K. and Kalwani, M. U. (2021) 'Social Media, Influencers, and Adoption of an Eco-Friendly Product: Field Experiment Evidence from Rural China', *Journal of Marketing*, 85(3), pp. 10–27.
2. Sun, J. J., Bellezza, S. and Paharia, N. (2021) 'Buy Less, Buy Luxury: Understanding and Overcoming Product Durability Neglect for Sustainable Consumption', *Journal of Marketing*, 85(3), pp. 28–43.
3. Gonzalez-Arcos, C. et al. (2021) "How Do I Carry All This Now?" Understanding Consumer Resistance to Sustainability Interventions', *Journal of Marketing*, 85(3), pp. 44–61.
4. Mookerjee, S. (Sid), Cornil, Y. and Hoegg, J. (2021) 'From Waste to Taste: How "Ugly" Labels Can Increase Purchase of Unattractive Produce', *Journal of Marketing*, 85(3), pp. 62–77.
5. Anderson, S. J. et al. (2021) 'Do Marketers Matter for Entrepreneurs? Evidence from a Field Experiment in Uganda', *Journal of Marketing*, 85(3), pp. 78–96.
6. Garbinsky, E. N., Mead, N. L. and Gregg, D. (2021) 'Popping the Positive Illusion of Financial Responsibility Can Increase Personal Savings: Applications in Emerging and Western Markets', *Journal of Marketing*, 85(3), pp. 97–112. .
7. Viswanathan, M. et al. (2021) 'Marketplace Literacy as a Pathway to a Better World: Evidence from Field Experiments in Low-Access Subsistence Marketplaces', *Journal of Marketing*, 85(3), pp. 113–129.
8. Habel, J., Alavi, S. and Linsenmayer, K. (2021) 'Variable Compensation and Salesperson Health', *Journal of Marketing*, 85(3), pp. 130–149.
9. Wang, Y., Lewis, M. and Singh, V. (2021) 'Investigating the Effects of Excise Taxes, Public Usage Restrictions, and Antismoking Ads Across Cigarette Brands', *Journal of Marketing*, 85(3), pp. 150–167.
10. Robitaille, N. et al. (2021) 'Increasing Organ Donor Registrations with Behavioral Interventions: A Field Experiment', *Journal of Marketing*, 85(3), pp. 168–183.
11. Weihrauch, A. and Huang, S.-C. (2021) 'Portraying Humans as Machines to Promote Health: Unintended Risks, Mechanisms, and Solutions', *Journal of Marketing*, 85(3), pp. 184–203.
12. Rifkin, J. R., Du, K. M. and Berger, J. (2021) 'Penny for Your Preferences: Leveraging Self-Expression to Encourage Small Prosocial Gifts', *Journal of Marketing*, 85(3), pp. 204–219.

13. Kim, S., Gupta, S. and Lee, C. (2021) ‘Managing Members, Donors, and Member-Donors for Effective Nonprofit Fundraising’, *Journal of Marketing*, 85(3), pp. 220–239.
14. Zhang, K., Cai, F. and Shi, Z. (2021) ‘Do Promotions Make Consumers More Generous? The Impact of Price Promotions on Consumers’ Donation Behavior’, *Journal of Marketing*, 85(3), pp. 240–255.

6 Tentative Schedule

Time: Friday, 16:15 – 17:45

Venue: Room 22, Spandauer Str. 1, 10178 Berlin on 22.10.21, 21.01.22, 28.01.22, 04.02.22, and 11.02.22. On all other days, the classes take place virtually on Zoom. A zoom link will be provided on the Moodle page.

Credits: 6 ECTS \approx 150 to 180 hours workload

Date	Content	Venue
	<i>Before the semester starts</i>	
15.10.21	Deadline for email application to the seminar	Per email
	<i>Winter Semester</i>	
22.10.21	Introduction and course logistics	Room 22
29.10.21	Group formation and topic selection	Zoom
05.11.21	Advisement session	Zoom
12.11.21	Advisement session	Zoom
19.11.21	Advisement session	Zoom
26.11.21	Advisement session	Zoom
03.12.21	Advisement session	Zoom
	Deadline for the first concept/structure of the paper (by 23:59)	Per email
10.12.21	Advisement session	Zoom
17.12.21	Advisement session	Zoom
07.01.22	Advisement session	Zoom
14.01.22	Advisement session	Zoom
	Deadline for seminar papers and presentations (by 23:59)	Per email
21.01.22	Seminar presentations	Room 22
28.01.22	Seminar presentations	Room 22
04.02.22	Seminar presentations	Room 22
11.02.22	Seminar presentations + course wrap-up	Room 22