

DEPARTMENT: : MARKETING (MCD)
 COURSE..... : PH.D. PROGRAM
 SUBJECT..... : MARKETING THEORY DEVELOPMENT
 LECTURER : ELIANE PEREIRA ZAMITH BRITO

1ST BIMESTER 2019

SYLLABUS

OBJECTIVE

The objective of this course is to promote understanding of the theories on the process of the construction of knowledge concerning marketing.

TOPICS

- a) Knowledge and theory
- b) Development of thinking on marketing
- c) Scientific laws and their explanation
- d) Induction, deduction, and abduction
- e) Theory of marketing and its history

METHODOLOGY

The classes may apply various didactic activities, each of them directed to one of the complementary aspects to attain the knowledge in view. We may use the following activities.

- a. Participative lectures presented by the lecturers;
- b. Discussion of the chapter of a book, a scientific article or a research report;
- c. Student seminars; and
- d. Study reports.

Within this context, my role as the lecturer is that of instigator and moderator of the learning process, my attributions being: coordination of the discussion of selected texts; comment on the students' essays and presentations; and the assessment of the students.

I hope that the postgraduate student shall be highly motivated and work with dedication. Previous preparation for the class and participation in it are crucial, and I expect that each student undertakes a critical and thorough study of the subjects and tasks recommended. In each encounter, students have to be prepared to participate in the discussion actively, offer his/her interpretation, doubts, and reflections on the texts and comment on his/her experiences and proposals.

ASSESSMENT CRITERIA

Grade	Activity	Weight
1.1	Summary essays	30%
1.2	Presentation of material read	35%
1.3	Final essay	35%

The summary essays should be a synthesis of the texts read and should permit the lecturer to check on the students' understanding of the theme under discussion, by the references suggested for reading. Each essay should cover two pages in single spacing and Times New Roman 12 type. References and figures may be given on additional pages. I will assess the essays by the quality of the text and the clarity and objectivity with which the ideas contained are presented and defended, the logical sequencing of the arguments, and the inclusion of the various references read. The essays should be saved in the Dropbox before the beginning of the lesson.

I shall use the following aspects to assess the oral presentations of the material read: clarity and objectivity of the ideas expressed; the relation between the day's texts and other themes related to the subject; readiness to accept the contributions and comments of colleagues; and the ability to present and stimulate discussion.

The student has to choose a concept, preferably a concept in marketing theory, to develop his/her final essay. The essay will consist of the definition of the selected concept embedded in theory, that is, the explanation cannot be given in isolation; it has to be presented and discussed together with other concepts that are used to explain it, or it is related to in the references used. I expect that the analysis will include: the central concepts delineating the theory and their relationships; the reason it can be called theory; the ontological position of its leading authors; and a critique on the theory development. My suggestion is that each student selects the central theory explaining the phenomenon she/he is interested in researching for your dissertation/thesis. I shall assess the piece concerning the quality of the text, the references (please also include national ones) chosen as a basis for the development of the arguments and the thoroughness of the discussion. The composition can be of up to 10 pages in single spacing and Times New Roman 12 font type. The text must be handed in during the last class, and a 10-minute presentation should be prepared to support the explanations given to the colleagues and the lecturer. On the March 19th, each student will hand in a one-page document explaining her/his choice of theory, the reason for the selection and how she/he plans to organize the text in the final essay.

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