

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

1<sup>ST</sup> BIMESTER 2021

## SYLLABUS

### OBJECTIVE

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

### TOPICS

- a) Knowledge and theory
- b) Marketing epistemologies
- c) Development of thinking on marketing
- d) Deductive, inductive, and abductive reasoning
- e) Theory of marketing and its history
- f) The process of theory development

### 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 lecturer;
- 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	Individual summary essays	35%
1.2	Presentation of material read	35%
1.3	Final essay	30%

The weekly 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 have a maximum of 750 words; references and figures may be given on additional pages. I shall assess the essays' quality considering the following aspects: the text clarity, the objectivity with which the ideas are presented and defended, the logical sequencing of

the arguments, and the inclusion in the reasoning of the various references read. The weekly essays should be uploaded in the e-class before session begins.

I shall use the following aspects to assess the oral presentations: clarity and objectivity of the ideas expressed, the relation between the session'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.

For the final essay, the student has to choose a phenomenon in marketing. The essay will consist of the explanation of the selected phenomenon and a theory that could explain it. 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 phenomenon she/he is interested in researching for her/his 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 two thousand words. 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.

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