

COURSE: MARKETING THEORY DEVELOPMENT
 DEPARTMENT: MARKETING
 PROGRAM: CMCD AE
 SEMESTER AND YEAR: 1 2022
 CLASS-HOURS: 30 hours
 PROFESSOR: Eliane Pereira Zamith Brito
 LANGUAGE: Portuguese

COURSE DESCRIPTION

The course promotes understanding of the process of the construction of knowledge and theory concerning Marketing. It is presented a historical vision of knowledge development in Marketing, alongside a discussion of philosophical assumptions and methods used in some Marketing research streams.

LEARNING GOALS

Os objetivos de aprendizagem da disciplina estão apresentados na tabela abaixo, demonstrando como os mesmos contribuem para os objetivos do CMCD AE.

The course learning goals are presented in the table below, showing how they contribute to the learning goals related to the objectives of CMCD AE.

GRAU DE CONTRIBUIÇÃO / LEVEL OF CONTRIBUTION *			
Forte / High	Intermediário / Medium	Reduzido / Low	Nenhum / None
●●●	●●○	●○○	○○○

CMCD AE Objectives	Course learning goals	Grau de contribuição / Level of Contribution *
Qualitative research methods	The course points out research methods associated with Marketing epistemologies, including qualitative methods	●○○
Quantitative research methods	The course points out research methods associated with Marketing epistemologies, including quantitative methods	●○○
Knowledge of research themes and theory	The course presents the evolution of knowledge in Marketing	●○○
Research procedures	The course presents the methods of logical thinking, and their effects in the research designs	●○○
Relevance and innovation in research		
Development of academic papers	The course discusses theory, theorization, and theory construction	●●○

The full description of the CMCD AE objectives, and other related information, may be found at <https://rebrand.ly/cmae-eaesp> (masters) e <https://rebrand.ly/cdae-eaesp> (doctorate).

CONTENT/METHODOLOGY

The course covers the following themes:

- Knowledge and theory
- Marketing epistemologies
- Development of thinking on marketing
- Deductive, inductive, and abductive reasoning
- Theory of marketing and its history
- The process of theory development

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.
- 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 must 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.

CRITÉRIO DE AVALIAÇÃO / ASSESSMENT

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

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 must choose a phenomenon in marketing. The essay will consist of an 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 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 developing the arguments, and the thoroughness of the discussion. The composition can be of up to two thousand words. The student must hand in the essay in the last class, using the eclass system.

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