

Name : Contemporary Issues in Marketing 2 sks					
module/course code	Student workload	Credits (ECTS)	Semester	Frequency	Duration
IAB92002	340 (minutes/week)	3.02 ECTS	Semester 1	Semester Events	1x per semester
	Types of courses :  Lectures, Discussions,	Contact hours : 100 minutes/week		Independent study  240 minutes/week	Class size X students  10 students
1	Prerequisites for participation -				
2	Learning outcomes : <ol style="list-style-type: none"> <li>1. Respect the diversity of cultures, views, religions and beliefs, as well as the opinions or original findings of others</li> <li>2. Able to compile scientific, technological or artistic arguments and solutions based on a critical view of facts, concepts, principles or theories that can be accounted for scientifically and academic ethics, and communicate them through the mass media or directly to the public</li> <li>3. Navigate the latest global strategy issues into a business</li> <li>4. Master a substantial, current and cutting-edge body of knowledge in the field of Business Administration</li> <li>5. Mastering the latest issues in the development of information technology that supports business (e-commerce)</li> <li>6. Able to demonstrate knowledge of the latest marketing theories and applications discussed throughout lectures (P3, P5)</li> <li>7. Be able to demonstrate analytical thinking skills to critique current thinking in marketing theory and practice especially those used in empirical research within the marketing area (S 5, KU 5)</li> <li>8. Able to evaluate and criticize by reading, understanding, and analyzing research articles in the field and disseminate findings both orally and in writing by identifying areas and issues for future research (S5, KK 7)</li> </ol>				
3	Description This course is a continuation of marketing theory related to contemporary issues. Emphasis is placed on providing in-depth knowledge of key topics and students are expected to be able to critically evaluate contemporary marketing issues in the field. This course is designed to provide an overview of the latest knowledge in the fields of strategy, marketing management and consumer behavior. This course is also directed at the ability to identify, review, evaluate, and criticize various topics in marketing strategy and management.				
4	Subject aims/Content: <ol style="list-style-type: none"> <li>1. Able to explain in general and analyze the scope of discussion of Contemporary Marketing Issues and their relationship with marketing theory, consumer behavior and other theories (M1)</li> <li>2. Able to explain in depth about the role of marketing in contemporary organizations and consumer thinking about marketing (M1)</li> </ol>				

	<ol style="list-style-type: none"> <li>3. Able to explain in depth the flow of marketing thought development and its various evolutions in theory and practice (M1)</li> <li>4. Able to analyze and provide criticism of the developments and differences in marketing in the postmodern era with previous eras (M2)</li> <li>5. Able to analyze and provide criticism on the development of art marketing, art brand and cultural industry (M2)</li> <li>6. Able to evaluate in depth the development of brand culture, the concept of co-creation and the creation of iconic brands (M2)</li> <li>7. Able to evaluate and criticize the development and phenomenon of Consumer Collectives as a lifestyle (M1)</li> <li>8.</li> <li>9. Able to evaluate roles and criticize gender development and consumer behavior in the context of culture and consumerism (M2)</li> <li>10. Able to evaluate and provide criticism of various ethical debates in marketing in theory and practice (M2)</li> <li>11. Able to evaluate and criticize the development and evolution of Sustainable Marketing and Green Consumer, including potential limitations in its application (M2)</li> <li>12. Able to evaluate and criticize the development of Social Marketing and Consumer Citizenship including potential limitations in its application (M3)</li> <li>13. Able to evaluate developments and criticize New Technologies in Marketing Research, including the advantages and disadvantages of using and utilizing big data (M3)</li> <li>14. Able to evaluate and criticize the role of consumers globally and their role in marketing, especially globally (M3)</li> <li>15. Able to evaluate and criticize various advantages and disadvantages of concepts, methodologies and findings used by empirical studies related to contemporary marketing issues and provide solutions/recommendations for improvement (M3)</li> </ol>
5	Teaching methods: Lectures, discussion, group discussion
6	Assessment methods : Assignments, Mid-Term Exam, Final-Term Exam, Quiz
7	Other information e.g. bibliographical references: <ol style="list-style-type: none"> <li>1. Parsons, E., &amp; Maclaran, P. (2009). Contemporary issues in marketing and consumer behavior. Oxford: Butterworth Heinemann</li> <li>2. Evanz, Martin., &amp; Mautinho, Luiz. (1999). Contemporary issues in marketing. Houndmills, Basingstoke, Hampshire Macmillan Press Ltd</li> <li>3. Kurtz, David L. (2012). Contemporary Marketing, 15th Edition. South-Western, Cengage Learning</li> <li>4. Keller, K.L &amp; Lehmann,D.R (2006). Brands and Branding. Research Findings and Future Priorities. Marketing Science, 25 (6), 740 – 759</li> <li>5. De Chernatony Leslie, Dall' Olmo Riley F (1998). Defining a Brand: Beyond the literature with expert interpretation, Journal of Marketing Management, 14 (4/5), 417-433</li> <li>6. Keller, KL (1993). Conceptualizing, Measuring. And Managing Customer-based Brand Equity. Journal of Marketing, 57 (January), 1 – 22</li> <li>7. De Chernatony, L. (1999). Brand Management through Narrowing the Gap between Brand Identity and Brand Reputation. Journal of Marketing Management, 15 (1-3), 157 – 179</li> </ol>

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9. Hilde A. M. Voorveld, Guda van Noort, Daniël G. Muntinga & Fred Bronner (2018) Engagement with Social Media and Social Media Advertising: The Differentiating Role of Platform Type, *Journal of Advertising*, 47:1, 38-54, DOI: 10.1080/00913367.2017.1405754
10. Kaj Storbacka, Pennie Frow, Suvi Nenonen, Adrian Payne, (2012),"Designing Business Models for Value Co-Creation", Stephen L. Vargo, Robert F. Lusch, in (ed.) Special Issue - Toward a Better Understanding of the Role of Value in Markets and Marketing (Review of Marketing Research, Volume 9), Emerald Group Publishing Limited, pp. 51 - 78
11. Philip Crowther & Leah Donlan (2011) Value-creation space: The role of events in a service-dominant marketing paradigm, *Journal of Marketing Management*, 27:13-14, 1444-1463, DOI: 10.1080/0267257X.2011.626786
12. Gummesson, Evert (2008). Extending the service-dominant logic: from customer centricity to balanced centricity. *Journal of the Academic Marketing Science*. 36:15–17. DOI 10.1007/s11747-007-0065-x
13. Hughes, C., Swaminathan, V., & Brooks, G. (2019). Driving Brand Engagement Through Online Social Influencers: An Empirical Investigation of Sponsored Blogging Campaigns. *Journal of Marketing*, 002224291985437.doi:10.1177/0022242919854374
14. Tellis, G. J., MacInnis, D. J., Tirunillai, S., & Zhang, Y. (2019). What Drives Virality (Sharing) of Online Digital Content? The Critical Role of Information, Emotion, and Brand Prominence. *Journal of Marketing*, 002224291984103. doi:10.1177/0022242919841034
15. Marcela Moraes, John Gountas, Sandra Gountas & Piyush Sharma (2019): Celebrity influences on consumer decision making: new insights and research directions, *Journal of Marketing Management*, DOI: 10.1080/0267257X.2019.1632373
16. Kofi Osei-Frimpong, Georgina Donkor & Nana Owusu-Frimpong (2019) The Impact of Celebrity Endorsement on Consumer Purchase Intention: An Emerging Market Perspective, *Journal of Marketing Theory and Practice*, 27:1, 103-121, DOI: 10.1080/10696679.2018.1534070
17. François A. Carrillat, Anne-Maree O'Rourke & Catherine Plourde (2019): Celebrity endorsement in the world of luxury fashion – when controversy can be beneficial, *Journal of Marketing Management*, DOI: 10.1080/0267257X.2019.1634632
18. Craig J. Thompson (2019): The 'big data' myth and the pitfalls of 'thick data' opportunism: on the need for a different ontology of markets and consumption, *Journal of Marketing Management*, DOI: 10.1080/0267257X.2019.1579751
19. Calder, B. J., Malthouse, E. C., & Maslowska, E. (2016). Brand marketing, big data and social innovation as future research directions for engagement. *Journal of Marketing Management*, 32(5-6), 579–585. doi:10.1080/0267257x.2016.1144326
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