

Name: Contemporary Issues in Marketing					
module/course code: IAB92002	Student workload: 340 Minutes/Week	Credits (ECTS): 3.02 ECTS	Semester 1	Frequency Odd Semester	Duration 1x / Semester
Types of courses: Tutorial/Lecture/ Response		Contact hours: 100 minutes/week	Independent study 240 minutes/week	Class size X students: 10 Students	
1	Prerequisites for participation -				
2	<p>Learning outcomes</p> <ol style="list-style-type: none"> 1. Respect the diversity of cultures, views, religions and beliefs, as well as the opinions or original findings of others 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 3. Navigate the latest global strategy issues into a business 4. Master a substantial, current and cutting-edge body of knowledge in the field of Business Administration 5. Mastering the latest issues in the development of information technology that supports business (e-commerce) 6. Able to demonstrate knowledge of the latest marketing theories and applications discussed throughout lectures (P3, P5) 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) 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) 				
3	<p>Description</p> <p>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.</p>				
4	Teaching methods: Lectures, Group discussions				
5	Assessment methods: Assignments, Mid-Term Exam, Final-Term Exam, Quiz				
6	<p>Other information e.g. bibliographical references:</p> <p>C.1 Mandatory</p> <ol style="list-style-type: none"> 1. 13. Hughes, C., Swaminathan, V., & Brooks, G. (2019). Driving Brand Engagement Through Online Social Influencers: An Empirical Investigation of Sponsored Blogging Campaigns. <i>Journal of Marketing</i>, 002224291985437. doi:10.1177/0022242919854374 2. 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. <i>Journal of Marketing</i>, 002224291984103. doi:10.1177/0022242919841034 3. Marcela Moraes, John Gountas, Sandra Gountas & Piyush Sharma (2019): Celebrity 				

	<p>influences on consumer decision making: new insights and research directions, <i>Journal of Marketing Management</i>, DOI: 10.1080/0267257X.2019.1632373</p> <p>4. Kofi Osei-Frimpong, Georgina Donkor & Nana Owusu-Frimpong (2019) The Impact of Celebrity Endorsement on Consumer Purchase Intention: An Emerging Market Perspective, <i>Journal of Marketing Theory and Practice</i>, 27:1, 103-121, DOI: 10.1080/10696679.2018.1534070</p> <p>5. François A. Carrillat, Anne-Maree O'Rourke & Catherine Plourde (2019): Celebrity endorsement in the world of luxury fashion – when controversy can be beneficial, <i>Journal of Marketing Management</i>, DOI: 10.1080/0267257X.2019.1634632</p> <p>6. 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, <i>Journal of Marketing Management</i>, DOI: 10.1080/0267257X.2019.1579751</p> <p>7. Calder, B. J., Malthouse, E. C., & Maslowska, E. (2016). Brand marketing, big data and social innovation as future research directions for engagement. <i>Journal of Marketing Management</i>, 32(5-6), 579–585. doi:10.1080/0267257x.2016.1144326</p> <p>9. Ben-Ur, J., Mai, E. (Shirley), & Yang, J. (2015). Hedonic Consumption in Virtual Reality. <i>Journal of Internet Commerce</i>, 14(3), 406–423. doi:10.1080/15332861.2015.1081792</p> <p>10. Yung, R., & Khoo-Lattimore, C. (2017). New realities: a systematic literature review on virtual reality and augmented reality in tourism research. <i>Current Issues in Tourism</i>, 1–26. doi:10.1080/13683500.2017.1417359</p>
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