



# CONCEPTUAL FOUNDATIONS OF MARKETING (MKTG 620)

## Brief Course Description

Conceptual foundations surrounding topics in scholarly marketing research.

## Expected learning

Upon successful course completion, you will be able to:

Have an understanding of theory development and construction

Formulate research questions and create propositions

Conceptualize and operationalize hypotheses derived from theory

Understand principles of theory testing, research ethics, and data interpretation

Discuss conceptual contributions vis-à-vis extant research

Apply these 5 skills in an own papers of yours.



Martin Reimann, PhD

## Course objectives:

During this course, students will be required to read the provided readings, engage in and lead in-class discussions, and write a paper to demonstrate their newly acquired skills.

To facilitate learning, the typical class session will consist of a discussion of assigned readings and their application to student research projects.

- Written assignments
- Attendance etc.
- Presentation and discussion leadership
- Research paper
- Final exam

