



COURSE:

MKTG696

# Conceptual Foundations for Marketing Researchers

INSTRUCTOR:

Martin Reimann, Ph.D.



## **LEARNING OBJECTIVES AND OUTCOMES:**

The objective of this doctoral seminar is to lay the student's conceptual foundations surrounding topics in scholarly marketing research. This course is intended for students with a wide variety of interests and backgrounds. Specifically, the course aims to further the students' understanding of (1) theory development/construction, research questions, and propositions, (2) conceptualization and operationalization, (3) hypotheses, (4) theory testing and research ethics, (4) data interpretation, and (5) conceptual contributions. To facilitate learning, the typical class session will consist of a discussion of assigned readings and their application to student research projects.

## **COURSE MATERIALS:**

Required readings are available on D2L. The readings were chosen to fit students' needs as we progress through the semester. Everyone is expected to read all the assigned papers. Students' will also have a choice to select their own readings, which we will discuss in class.