Analytical research in marketing usually consists of applied microeconomics and game theory models aimed at understanding real-world phenomena. This course will provide broad knowledge of many substantive topics in marketing that are amenable to economic modeling and analysis, including pricing, product design and positioning, promotions, advertising, distribution channels, salesforce compensation and interface of marketing with operations. This knowledge will help you to appreciate and critique some of the major streams of quantitative marketing research, and to develop your own research interests. The main learning vehicle will be reading, presenting and discussing papers. Typically, the focus will be on understanding the main idea(s) of a paper, not so much the implementation details. In addition, we will solve some toy models in class to familiarize you with the mechanics of some key modeling paradigms in marketing and give you a hands-on experience with the economic modeling of marketing phenomena. This course will be useful to you even if you do not plan to conduct research in analytical modeling.

The course will meet once a week for 180 minutes for six weeks. I will assign two or three papers for each class that you will be expected to have read before class. This will help you get the most out of class and also contribute to the discussions in a thoughtful manner.

Each class is organized by topic and I have listed a number of relevant papers. I will start off each class with a short overview. This will be followed by one or two student presentations, about 30 minutes each. The aim of every presentation is to understand the key message of the paper being discussed, obtain a fair idea of the methodology and generate discussions. I will also discuss some other papers in varying degrees of depth.

The list of papers may change slightly as we proceed with the course. The papers are available from the Columbia library. If you are unable to access a paper, email me.

Class participation will account for 30% of your final grade. There will be one homework assignment, which will involve some basic mathematical modeling and manipulations. This will account for 30% of your final grade. A term paper is also required for this course, which will account for 40% of your final grade. Ideally, a good project paper is one that clearly defines a marketing problem amenable to economic modeling, sets up a reasonable model to address that problem, and draws some sensible conclusions based on technically correct analyses. I encourage you to choose to model a problem from a field of study that you are interested in.
## Overview

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Introduction:


Product Design and Positioning


March 29: Distribution Channels:


April 5: Pricing and Promotions


April 12: Advertising


April 19 (first half): Advertising and New Media


April 19 (second half): Salesforce Compensation:


April 26: Marketing and Operations Interface, Miscellaneous Interesting Recent Papers

Marketing and Operations Interface:


Miscellaneous Interesting Recent Papers


