

MKT 604B - MARKETING MODELS B: ECONOMETRIC MODELS OF MARKETING ISSUES

PhD Seminar

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Overview

This seminar is designed for students interested in reviewing econometric issues that arise in empirical models of marketing phenomena and interested in reviewing the marketing literature of these issues over the last two decades. Therefore, we will cover approaches that were used historically as well as state-of-the-art solutions in order to develop the fundamental knowledge of this discipline. The following specific issues will be discussed:

Sessions	
1	Market Share Models - Specification and Estimation Issues
2	Marketing Mix Resource Allocations and Multicollinearity
3	Advertising Dynamics: Distribution Lags and Autocorrelation
4	Estimation of Long Term Marketing Effects
5	Varying Effects of Marketing: Varying Parameter Models
6	Endogeneity and Simultaneity of Marketing Phenomena
7	Estimating the Effect of Strategic Factors and the Role of Unobservable Variables

A final review paper will be required for the course. The paper should identify an empirical marketing research problem, describe the theoretical basis of the question, summarize ingeniously past empirical research on the subject. The paper should ideally conclude with the identification of opportunities of econometric methodology to analyze the research question.

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