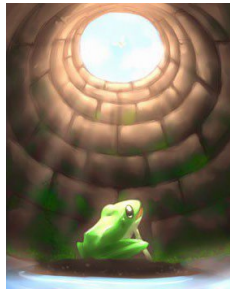


MKTG 6040.
MARKETING STRATEGY II
(Formerly “Supply Chain Management”)



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Seminar Description. The current University of North Texas course description describes this doctoral seminar “as a review of research in partnering, collaboration and interfirm relationships. Investigation, analysis and discussion of critical issues in managing the relationships and responsibilities between firms involved in exchange along modern, globally distributed enterprises. Traditional and emerging concepts in managing the sales-sourcing interface from an integrated perspective from the processing of raw materials through ultimate consumption are described through an investigation of the extant literature.”

The extant title is “Supply Chain Management”; however, the seminar is transitioning to “Marketing Strategy II.” We will focus on critically reviewing the fundamental literature related to marketing channel structure and behaviors, focusing on business-to-business (B2B) relationships. Because marketing channels involve interorganizational dyads and networks, behavioral and structural phenomena that distinguish B2B exchange processes are examined largely at the firm-level. The literature base to be examined in this course includes theoretical and empirical studies from economics, law, sociology, organizational behavior, organizational theory and social psychology.

Seminar Perspective. “*A frog in the well thinks the sky to be a disc.*” Your research interests and/or academic aspirations may or may not be aligned with the focal content of this doctoral seminar. Please consider that this seminar will address both behavioral and strategic issues underlying B2B relationships. The knowledge in the literature is seminal to understanding the conception and development of marketing as an academic discipline. It is the overarching goal of any doctoral seminar is to resist myopic approaches in thought and understanding. Despite an extensive collection of seminar readings, you will not tire from learning. You are encouraged to recount Leonardo da Vinci’s counsel “*Learning never exhausts the mind.*”

Critical Reading. It is simply not enough to “read” each assigned article; critical reading involves both logic and reasoning to engage in “critical reading.” Whether conceptual or empirical, support for any postulates or hypotheses, taxonomies and/or models claim is linked to “evidence” that suggests the soundness of an argument or position. First, determine if the author’s intended argument is sound, or reasonably acceptable. If assertions are not supportable or reveal gaps, critical reading will identify these shortcomings and identify research opportunities. Here are some questions to consider in your critical reading:

Conceptual Papers

- What is the research purpose, and how is it accomplished?
- Why was the paper written? (Think of relevance and timeliness)
- How well does the paper contribute to our understanding of the focal issues in the objective?
- How well does the paper rely on prior literature?

- What are the contributions to knowledge and/or practice?
- What are the unresolved issues or research gaps in this area?
- What does the paper suggest about future research that needs to be done?

Empirical Papers

- What is the research purpose, and how is it accomplished?
- Why was the paper written? (Think of relevance and timeliness)
- Are the hypotheses well developed? Are they theory based?
- What are the key independent and dependent variables?
- What is the sample? Is it a valid sample?
- Is the design of the study acceptable?
- Look at the measures. Do they measure what they are supposed to measure?
- Have the summary statistics been reported? Does anything look odd?
- What is the method of analysis? Is it appropriate for the data?
- Are any assumptions of the analysis method violated?
- Is there external validity? Internal validity? Construct validity?
- What is the level of significance of the results?
- Could this significance level be due to common method variance?
- Can we accept the study and its findings?
- How generalizable are the findings?
- Does anybody care about the findings? Ask yourself the question “So What?”
- What do we know now that we did not know before?
- What are the practical implications (if any) of the results? Have they been clearly stated?
- What are the theoretical implications (if any) of the results? Have they been stated?
- What are the limitations of the study? Have they been stated?
- What are the major research gaps or unresolved issues in this area?
- What does the paper suggest about future research that needs to be done?

Seminar Structure. This is a highly interactive, thought-provoking seminar format. The exchange of ideas, perspectives, awareness and comprehension will stimulate our discourse. Each seminar participant is expected to be fully prepared for each scheduled meeting session. The sessions are organized around the following domains.

The “Required” and “Recommended Readings” are in Appendix I and Appendix II.

Topic	
1	Evolution of Marketing Channels Thought
2	Political Economy and Channel Performance
3	Power, Dependency and Asymmetric Relationships
4	Transaction Cost Economics
5	Exchange Governance and Fairness
6	Agency Theory Motivational and Framing
7	Interfirm Knowledge Exchange
8	Relational Exchange and Conflict Resolution
9	Networks and Alliances

Performance Evaluation. There are several opportunities for you to demonstrate your ability to understand critical concepts and theories, culminating in the development of a high-quality, submission-ready manuscript. The following deliverables will be used to assess your learning outcomes.

- **Participation/Seminar Leadership (20%).** You will be expected to make value-added contributions to our scheduled seminars, including the preparedness of all assigned (required) readings. Although everyone will participate in each seminar meeting, you will be assigned topics to act as “Leader” to essentially steward our discussions.
- **Research Presentation (40%).** This is an opportunity to present your research to your peers and others who may give you valuable feedback on your manuscript development.
- **Manuscript (40%).** You will develop a submission-ready manuscript that addresses a B2b research topic. We will discuss this in greater detail in our meetings.