

# MKT 804

## Theory Development and Model Building

This course teaches students how to develop and test theories in an applied and concrete way. We discuss and study different research approaches and methods, including structural equation modeling and methods to analyze unstructured data. The course provides students with an opportunity to develop and test appropriate and specific theories for their own research. A special emphasis will rest on theories developed in the marketing strategy domain.

Students come up and choose a specific topic of their interest at the beginning of the class and develop and present a theoretical framework suitable for their project. Another key learning outcome is to enhance students' ability to assess empirical research in the realm of their own dissertation projects.

### Learning goals

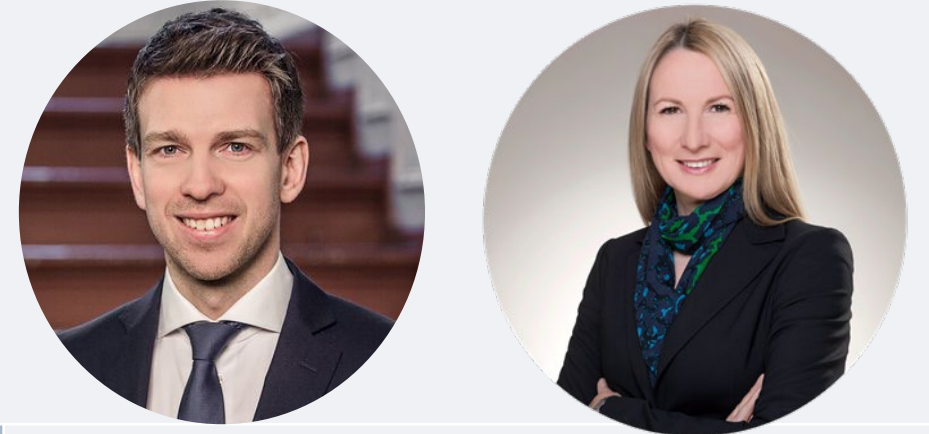
- Learn how to generate ideas, define concepts, and clarify relationships between concepts.
- Explore the process of theory construction and theory testing.
- Identify and explore substantive theoretical contributions to the marketing strategy literature.
- Exercise and extend analytical skills in order to conduct sound academic research.

### Seminar organization

The course will consist of assigned reading material, lectures, student presentations, discussions, and hands-on exercises. Lectures will be intended to elaborate points that might be difficult to glean from readings and to stimulate discussion. Participants will be responsible for reading and analyzing course readings prior to class, leading discussions on this material, and contributing additional relevant material on topics covered.

The success of the course is heavily dependent on all participants having relatively equal levels of knowledge about each topic. It is important, thus, that all participants read the material in advance of each class session.

### General Information



Lecturers	Prof. Dr. Sabine Kuester Prof. Dr. Arnd Vomberg
Course Format	<b>In-person</b>
Range of Application	Doctoral Program, MMM
Language	English
Grading	Presentations: 60% Project: 40 %
Term	Spring semester



Aleksandar Blečić, M.Sc.

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### Course requirements & evaluation

Students need to complete the following requirements:

- |                                 |     |
|---------------------------------|-----|
| 1. Presentation of own research | 60% |
| 2. Project work                 | 40% |

### Presentation of own research

Students will present a marketing and management related phenomenon and their development of a theoretical framework. The theoretical framework can be original but should be grounded in, or at least linked to, existing theories and models. It is intended to have a short PowerPoint presentation of 10 minutes (per student) which will be followed by a question and answer session of approximately 5 minutes.

### Presenters are responsible for:

1. In order to introduce your project to the class send **one** slide (.ppt file) with a brief introduction of your research (research idea, key concepts/constructs, theoretical framework) to [aleksandar.blecic@uni-mannheim.de](mailto:aleksandar.blecic@uni-mannheim.de) until 10 April 2024 (12pm at the latest). We ask you to present your introduction of your research in the second session on 10 April 2024. Please prepare a very short (2 minutes) introduction to your research.
2. Present your theoretical framework on the last day of class (8 May 2024). Please send the presentation (.ppt file) to [aleksandar.blecic@uni-mannheim.de](mailto:aleksandar.blecic@uni-mannheim.de) one day before (7 May 2024, 12pm at the latest).

### Your grade for the presentation of your own research is based on:

- your ability to deliver a targeted presentation of the theoretical framework in question and a literature review;
- your ability to bring in your interpretation of the literature relative to the relevant theoretical framework;
- the quality of the classroom experience for the other students;
- and the quality of the presentation slides (we will provide the presenters' slides as hand-out for the audience).

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### Project work: Assessment of Construct Validity

Construct validity is broadly defined as the extent to which a set of measured variables (operationalization) actually represents a construct those variables are designed to measure. Construct validity is a central issue in practically all scientific disciplines, and it is argued that the ability to demonstrate appropriate measures of theoretical, latent constructs of interest through construct validity is one of the most significant advances of modern measurement theory and practice. At the same time, demonstrating construct validity is inherently challenging.

In this project we encourage you to analyze and evaluate attempts to develop measures and validate constructs. In order to do so, we ask you to select a latent construct that is focal to your study and to evaluate its construct validity using empirical literature that has dealt with your construct of interest before. You may use literature using traditional approaches for assessing construct validity, but you may also use literature applying approaches conducting computer-aided text analysis as the primary tool to capture latent constructs.

You should aim to address the following issues:

1. Construct definition
2. Item specification
3. Description of measurement approach
4. Construct validity assessment

Your grade of your project depends on:

- the clarity of the construct definition;
- accuracy of your item specification;
- coherence of description of measurement approach;
- and rigor of your construct validity assessment.

Please provide your assessment in a written report of 5 pages (max.) until 5 June 2024 (12pm) to [aleksandar.blecic@uni-mannheim.de](mailto:aleksandar.blecic@uni-mannheim.de).

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## Theory Development and Model Building

### Dates and Times:

The course will be taught on the following dates:

Session	Date	Lecturer	Time
Session 1	20 March, 2024	Prof. Dr. Sabine Kuester	1:45-3:15 pm
Session 2:	10 April, 2024	Prof. Dr. Sabine Kuester	1:45-3:15 pm
Session 3:	17 April, 2024	Prof. Dr. Sabine Kuester	1:45-3:15 pm
Session 4:	17 April, 2024	Prof. Dr. Arnd Vomberg	3:30-5:00 pm
Session 5:	24 April, 2024	Prof. Dr. Arnd Vomberg	1:45-3:15 pm
Session 6:	24 April, 2024	Prof. Dr. Arnd Vomberg	3:30-5:00 pm
Session 7:	08 May, 2024	Student presentations	1:45-3:15 pm
Session 8:	08 May, 2024	Student presentations	3:30-5:00 pm

**Location: L5, 1 – Roche forum**

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