



**Sem:** FALL 2023 **Class Day/Time:** Friday 10am – 12:00pm

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**Instructors:** Dr. Dong Soo Kim  
Dr. Selin Malkoc

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**Office Hours:** by appointment

**Location:** Fisher 500, in-person

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### Course Description:

This course is intended to familiarize students with the very latest research in marketing and to develop students' own skills at evaluating, conducting, and presenting such research. The major objectives are: (a) to enhance students' knowledge of the theory and questions being addressed by current, cutting-edge, cross-area research in marketing as well as the methods that are commonly used to pursue such questions; (b) to provide experience in presenting one's own research and in discussing and critiquing the research of others, in order to provide insight into how a research program might be improved or developed further; and (c) to encourage students to explore related content areas beyond the usual boundaries of their scholarship.

This course is required for all marketing PhD students and will run over the length of the regular academic year across two sections (fall and spring semesters).

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### Course Learning Outcomes:

By the end of the course, student should be able to:

1. *Familiarize themselves with current cutting-edge theory and research.* Throughout the academic term, students will attend weekly meetings that feature talks from their fellow students, OSU faculty, and external visitors. This will allow students to remain up to date with research here at OSU and in the field at large.
  2. *Prepare students to present their own work and discuss that of others.* Each student will be required to make one oral presentations in this course during each academic year. Ideally, these talks will be about ongoing or completed research the student is engaged in. Giving talks and discussing research findings are tremendously important parts of professional life for marketing researchers. Faculty will work with students to polish their presentation skills in a comfortable and constructive environment to prepare them for job talks and presentations at academic conferences.
  3. *Encourage students to explore other content areas.* To be an effective researcher, it is important to be able to relate to and make connections across areas (e.g., other areas of business, psychology, economics, statistics, neuroscience, political science, environmental science, etc.). Students will attend and report on one outside-of-class research presentation each semester.
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### Required Texts/Materials:

Any required reading material will be posted on Carmen.

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### Communication:

We will use email for official communication and I will use your name-dot-numbers OSU email address.

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## Evaluation Criteria:

Graded Components	% of Total	Type
Presentation	40 %*	N †
Attendance	10 %	N †
Participation and Discussion	40 %	O 🗨️
Reaction Paper	10%	N †

**Requirements for each form of graded component. Failing to follow these will represent academic misconduct. See below.**

**Independent Work [N †]:** Strictly non-collaborative, original individual work. You may discuss this assignment with your instructor only. Discussions with other individuals, either in person or electronically, are strictly prohibited.

**Collaboration Required [C 🗨️]:** An explicit expectation for collaboration among students either in class or outside of class (i.e. group work).

\* If the student is not presenting in that semester, this 40% of the grade will also come from participation and Discussion

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## Course Format and How this Course Works:

This is an in-person class. Each week, you are expected to attend the class/seminar. If there are any required readings, you should read those before the class and be prepared to answer questions about them. During the seminar, you are expected to participate as much as you are can.

You should think yourself as a faculty-in-training and not as a student. As such, you should be professional in your communications with professors and fellow students. Your tone should be friendly, but measured; constructively critical, but not condescending. You should treat any form of written document as an academic piece of writing. All the writing you submit for this class should be your original thinking and wording. You should not use quotes from other papers to represent your thinking, and all outside sources must be cited (including ChatGPT, Grammarly, etc.).

After the seminar (the last 30 minutes of the class), only the students and the instructor(s) will remain to critique, discuss, and extend the presentation that precedes it – both in terms of content (e.g., literature review, theory, method etc.) and style (e.g., slide organization, visuals, question answering etc.). The students are expected to take an active role during this part of the class (see the “participation and discussion” section for more details). The instructor(s) will lead the discussion and identifying tangible takeaways.

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## Graded Component Details:

### **Presentation**

Each student is required to give a presentation once per academic year (although, senior students who have several active projects are encouraged to present once each semester). This talk should be on research the student is planning, conducting, or has completed. A good talk will include (a) a general-interest introduction to the research question, (b) a brief overview of the relevant literature, (c) a clear description of the specific experimental question and methods, (d) presentation of results (or hypothetical results), and (e) discussion of implications and/or future directions. Students are expected to practice their talk in advance with their advisors and/or coauthors and are encouraged to seek out feedback afterward. Students presenting research should email their title and abstract to the instructor by noon on PREVIOUS FRIDAY, so that an email announcement can be sent. If students want feedback on a written document, they are also free to share those. The instructor(s) will work with the students to find the best suitable time for them to present given their responsibilities and limitations.

### **Attendance**

Attendance is mandatory. If you must miss a class, you will need to request approval for your absence at least 24 hours before the class meets (except in the case of an emergency). Students are expected to join on time, be attentive, and remain through the end of the question period. (If you have another course immediately before or after, make sure you speak to the instructor in advance.)

## Participation and Discussion

Students are expected to be actively involved in the weekly meetings. Although every student is not expected to ask a question or make a comment on a weekly basis **during the seminar**, students should contribute whenever they can and at least several times during the semester. The expectation for reasonable participation can vary depending on the size of the audience (a smaller audience requires more contributions per student) and the seniority of the student.

**During the last 30 minutes of the class**, where only the students and the instructor(s) will critique, discuss and extend the content and style of the presentation that precedes it, there is an absolute expectation of participation. The students are expected to **identify one strength and one area of improvement** for the talk (separately both for style and content). The students are also encouraged to prepare questions to discuss during this time. The students will be graded for the quality comments and questions, not just quantity.

## Reaction Paper

Once a semester, each student will attend a seminar outside of this class and outside of marketing. The talk can be in another area of business (e.g., finance, MHR) or in another department (e.g., psychology, economics). The talk should be related to decision making, broadly defined (but you have to make the case that your chosen topic relates to marketing and/or your research interest/area). If you are not sure whether a particular talk would satisfy this requirement, contact the instructors. After attending this talk, each student will prepare a brief paper (two double-spaced pages with one-inch margins in 12-point font) summarizing the main theme of the talk in a brief paragraph and linking something from the talk to one's own research. The quality of your writing counts towards your grade, so please edit your papers.

Grades for all components of the course will be converted to percentages and averaged using the weights given above. Your final grade will be computed using the OSU standard grading scheme summarized below.

E	D	D+	C-	C	C+	B-	B	B+	A-	A
<60%	≥60%	≥67%	≥70%	≥73%	≥77%	≥80%	≥83%	≥87%	≥90%	≥93%

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## Other Policies

1. When an outside speaker is visiting, students may be expected to meet with the speaker during pre-arranged time. This is contingent on each student's availability and on other practical considerations.
2. When an outside speaker is visiting, students may be asked to read one or two relevant papers to help prepare for the talk and the meeting with the speaker. (Other speakers may also provide readings, but it is especially important to be well prepared for external speakers.)

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## Schedule

The schedule will be posted as it becomes available.

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## Academic Conduct:

If a student is suspected of, or reported to have committed, academic misconduct in this course, I am obligated by University Rules to report my suspicions to COAM. If you have questions about the above policy or what constitutes academic misconduct in this course, please contact me. See OSU Prohibited Conduct – [Section 3335-23-04\(A\)](#)

University Policies, Services  
and Resources  
([go.osu.edu/UPolicies](http://go.osu.edu/UPolicies))



Fisher Undergraduate Handbook  
and QuickLinks  
([www.bsalinks.com](http://www.bsalinks.com))



Fisher Navigator  
Resource Portal  
([www.nav-1.com](http://www.nav-1.com))



University Healthy and Safety Guidelines can be found at [safeandhealthy.osu.edu/](http://safeandhealthy.osu.edu/) For disability services, go to [slds.osu.edu](http://slds.osu.edu) or contact [slds@osu.edu](mailto:slds@osu.edu).

## Tentative Class Schedule *(subject to change)*

<b>Aug 25<sup>th</sup></b>	Quant Speaker
<b>Sept 1<sup>st</sup></b>	Quant Speaker
<b>Sept 8<sup>th</sup></b>	Quant Speaker
<b>Sept 15<sup>th</sup></b>	CB Speaker
<b>Sept 22<sup>nd</sup></b>	TBD
<b>Sept 29<sup>th</sup></b>	TBD
<b>Oct 6<sup>th</sup></b>	CB Speaker
<b>Oct 12<sup>th</sup> (Thursday)</b>	CB Speaker
<b>Oct 20<sup>th</sup></b>	CB/Raise/Software Speaker
<b>Oct 27<sup>th</sup></b>	NO CLASS - ACR
<b>Nov 3<sup>rd</sup></b>	Quant/CB/Raise/Software Speaker
<b>Nov 10<sup>th</sup></b>	Quant/CB/Raise/Software Speaker
<b>Nov 17<sup>th</sup></b>	NO CLASS - SJDM
<b>Nov 24<sup>th</sup></b>	NO CLASS - Thanksgiving
<b>Dec 1<sup>st</sup></b>	TBD
<b>Dec 8<sup>th</sup></b>	TBD