SYLLABUS

Subject	Science Category	Faculty	Department
Marketing Theory and Methods	03S	Faculty of Economics and Business Administration	Marketing

Number of ECTS credits allocated	Student's workload (total)	Contact hours	Individual work
7	175	10	165

Annotation

The aim of the course "Marketing Theory and Methods" is to help a doctoral student to inquire into the essence of the key marketing theories, linking them with the research methods that are most relevant to their nature. The course not only helps accumulating knowledge on the marketing theories and methods, but also develops analytical skills and abilities of abstract thinking.
 	
Key topics:
1. Evolution of marketing theories and methods
    1.1. Evolution of marketing theories/ schools of marketing thought
    1.2. Newest theoretical directions and methods (post-modern marketing, Marketing 3.0., Marketing 4.0., Marketing 5.0., etc.).
2. Theoretical background of consumer behaviour:
    2.1. Evolutionary, cognitive, motivational and emotional behavioural theories
    2.2. Interpersonal (group) theories of consumer behaviour analysis
3. Theoretical grounding of marketing methods:
    3.1. Value of offerings and brand management
    3.2. Services, relationships and sustainable development
    3.3. Digital marketing and use of technologies
    3.4. Global marketing
4. Marketing methods.
 	
Study methods:
1. Analysis of requires and additionally recommended sources (consultations and individual work).
Consulting helps to discuss key groups of the recommended sources and topics. They outline the role of the key sources (scientific articles) in the development of marketing thought and in regards to other theoretical concepts. Consultations help to link the materials of this course with the individual topics of work of each doctoral student, assist in developing strategies for individual search for additional sources of literature.
 	
2. Development of a research paper that aims to base individual topic of doctoral studies (consultations and individual work).
 	
Consulting helps to find the link between individual topics of work of each doctoral student with analysed theories.

The purpose of the research paper is to review theories that could ground the analysis of the selected topic of a dissertation, which would develop and disclose skills and abilities of individual research work.

A doctoral student needs to analyse 1-3 theories that are relevant to his/her topic of dissertation and present how they may be used in disclosing the key research idea. The list of analysed sources has to be significantly broadened beyond the list of sources that are recommended for this course. This would develop and disclose skills and abilities of a student in searching and using relevant sources of literature.

The length of the paper is up to 10 pages (Times New Roman 12, 1,5 spacing).

The final grade is made up from:
- Answering to 2-4 questions of the Exam Committee and scientific discussion 70%
- Quality of the paper and scientific discussion on the analysed issues 30%.

Required reading
1. Burke, P. J. (2018). Contemporary social psychological theories. 2nd ed. Stanford University Press. 416 p.
2. Hunt, S. D. (2014). Marketing theory: foundations, controversy, strategy, and resource-advantage theory. Routledge. 46 p.
3. Selection of articles on the course topics (provided during the course).
Recommended reading
1. Marketing theory: evolution and evaluation. Sheth, J., Gardner, D. M., Garrett, D. E. John Willey & Sons, 1988.
2. Handbook of Theories of Social Psychology. Editors: Van Lange, P. A. M., Kruglanski, A. W., Higgins, E. T. Vol. 1 & 2. Sage Publications, 2011.
3. Additional list of articles (provided during the course).

Consulting Professors	Degree	Key publications during last 5 years
Sigitas Urbonavičius	Prof. Dr.	Urbonavicius, S., Degutis, M., Zimaitis, I., Kaduskeviciute, V., & Skare, V. (2021). From social networking to willingness to disclose personal data when shopping online: Modelling in the context of social exchange theory. Journal of Business Research, 136, 76-85. Urbonavicius, S. (2021). Chernobyl: Analysis of Young Travellers' Motivations to Visit a Unique Dark Tourism Destination. Tourism: An International Interdisciplinary Journal, 69(1), 127-139. Dikcius, V., Urbonavicius, S., Adomaviciute, K., Degutis, M., & Zimaitis, I. (2021). Learning Marketing Online: The Role of Social Interactions and Gamification Rewards. Journal of Marketing Education, 43(2), 159-173. Zimaitis, I., Degutis, M., & Urbonavicius, S. (2020). Social Media Use and Paranoia: Factors That Matter in Online Shopping. Sustainability, 12(3), 904. Urbonavicius, S., Adomaviciute, K., Urbutyte, I., & Cherian, J. (2019). Donation to charity and purchase of cause-related products: The influence of existential guilt and experience. Journal of Consumer Behaviour, 18(2), 89-96.
Vytautas Dikčius	Prof. Dr.	Dikcius, V., Urbonavicius, S., Adomaviciute, K., Degutis, M., & Zimaitis, I. (2021). Learning

		Marketing Online: The Role of Social Interactions and Gamification Rewards. Journal of Marketing Education, 43(2), 159-173.
		Dikcius, V., Urbonavicius, S., Pakalniskiene, V., & Pikturniene, I. (2020). Children's influence on parental purchase decisions: Scale development and validation. International Journal of Market Research, 62(4), 449-467.
		Urbonavicius, S., Dikcius, V., Adomaviciute, K., & Urbonavicius, I. (2019). Movie piracy: how novelty-seeking relates to illegal downloading. EuroMed Journal of Business.
		Dikčius, V., Pikturnienė, I., Šeimienė, E., Pakalniškienė, V., Kavaliauskė, M., & Reardon, J. (2019). Who convinces whom? Parent and child perceptions of children's engagement in parental purchase decisions. Journal of Promotion Management, 25(2), 252-269.
		Dikcius, V., Seimiene, E., & Casas, R. (2018). Brand Personality Scale: is It Applicable for a Small Emerging Country?. Organizations and Markets in Emerging Economies, 9(2), 324-341.
Ramūnas Časas	Assoc Prof. dr.	Dikcius, V., Seimiene, E., & Casas, R. (2019). Brand Personality Scale: is It Applicable for a Small Emerging Country?. Organizations and Markets in Emerging Economies, 9(2), 324-341.
		Dikcius, V., Kirse, S., Casas, R., & Koncanina, A. (2019). Drivers of attitudinal and behavioural loyalty in B-2-B markets. Engineering Economics, 30(1), 94-102.
		Časas, R., Palaima, T., & Mironidze, L. (2016). The links between social motivational engagements, brand community commitment and repurchase intention across online brand communities. Organizations and markets in emerging economies, 7(2), 7-24.

Approved: