

DL MBA - Marketing (07 28050)/DL MSc International Marketing (07 28077) (DWL)

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MBA

36 items

Essential Reading (1 items)

Principles of marketing, by Philip Kotler; Gary Armstrong; Sridhar Balasubramanian; Philip Kotler, 2023

[Book](#) | Essential

Unit 1 - What is Marketing (4 items)

Marketing Myopia, by Theodore Levitt, 2008

[Book](#)

The capabilities of market-driven organizations. - in Journal of Marketing, by George S Day, 1994

[Article](#)

Beyond the marketing concept - in Business Horizons, by Roger C. Bennett; Robert G. Cooper, 1979

[Article](#)

Implications of the Revised Definition of Marketing: From Exchange to Value Creation - in Journal of Public Policy and Marketing, by Jagdish N Sheth; Can Uslay, 2007

[Article](#)

Unit 2 - Marketing Environment and Market Segmentation (9 items)

Market-Driven Versus Driving Markets - in Journal of the Academy of Marketing Science, by Bernard Jaworski; Ajay K Kohli; Arvind Sahay, 2000

[Article](#)

The effect of a market orientation on business profitability - in Journal of Marketing, by John C Narver; Stanley F Slater, 1990

[Article](#)

The Art of Scanning the Environment - in Part of Bulletin of the American Society for Information Science and Technology, by Chun Wei Choo, 2005

[Article](#)

MARKETING INTELLIGENCE: SCANNING THE MARKETING ENVIRONMENT - in Part of Marketing Intelligence & Planning, by Martin Evans, 1988

[Article](#)

'From market driven to market driving', European Management Journal - in European Management Journal, by Nirmalya Kumar; Lisa Sheer; Phillip Kotler, 2000

[Article](#)

Is market orientation a source of sustainable competitive advantage or simply the cost of competing? - in Journal of Marketing, by V Kumar; Eli Jones; Rajkumar Venkatesan; Robert P Leone, 2011

[Article](#)

Customer segmentation with purchase channels and media touchpoints using single source panel data - in Journal of Retailing and Consumer Services, by Satoshi Nakano; Fumiyo N Kondo, 2018

[Article](#)

Market-scanning and market-shaping: why are firms blindsided by market-shaping acts? - in Journal of Business & Industrial Marketing, by Diaz Ruiz; Carlos Baker; Jonathan J Mason; Katy Tierney; Kieran Ruiz, 2020

[Article](#)

Dynamic marketing capabilities view on creating market change - in European Journal of Marketing, by Reza Kachouie; Felix Mavondo; Sean Sands, 2018

[Article](#)

Unit 3 - Consumer Behaviour (7 items)

The use of social media in B2B marketing and branding: An exploratory study - in Part of Journal of Customer Behaviour, by Ross Brennan; Robin Croft, 2012

[Article](#)

The Value of Fast Fashion: Quick Response, Enhanced Design, and Strategic Consumer Behavior - in Management Science, by Gérard P. Cachon; Robert Swinney, 2011

[Article](#)

New consumer behavior: A review of research on eWOM and hotels - in Part of International Journal of Hospitality Management, by Fabiana Salvi; Antoni Serra Cantallops, 2014

[Article](#)

Consumer behaviour and marketing strategy, by J. Paul Peter; Klaus G. Grunert; Jerry Olson, 1999

[Book](#)

A Cinderella Story: How past identity salience boosts demand for repurposed products - in Journal of Marketing, by Bernadette Kamleitner; Brett AS Martin; Carina Thurridl, 2019

[Article](#)

Creating effective online customer experiences - in Journal of marketing, by Colleen.M Hameling; A Bleier; Robert .W Palmatier

[Article](#)

Customer satisfaction and its impact on the future costs of selling - in Journal of Marketing, by Leon Gim, Llm; Kapil R Tuli; Rajdeep Grewal, 2020

[Article](#)

Unit 4. Marketing Mix 1: Brand, Product, Service (4 items)

Why “service”? - in Journal of the Academy of Marketing Science, by Stephen L. Vargo; Robert F. Lusch, 2008-3

[Article](#) | Recommended

Principles of services marketing, by Adrian Palmer, 2014

[Book](#)

Brand marketing through the coronavirus crisis - in Harvard Business Review, by Janet Balis

[Article](#)

Brand relationships through brand reputation and brand tribalism. Journal of Business Research - in Journal of Business Research, by Cleopatra Veloutsou; Luiz Moutinho, 2009

[Journal](#)

Unit 5. Marketing Mix 2: Pricing (4 items)

How to Fight a Price War - in Harvard Business Review, by Akshay R Rao; Mark E Bergen; Scott Davis, 2000

[Article](#)

Is it Time to Rethink Your Pricing Strategy, by Andreas Hinterhuber; Stephan Llozu, 2012

[Article](#)

Cost Transparency: The Net’s Real Threat to Prices and Brands - in Harvard Business Review, by Indrajit Sinha, 2000

[Article](#)

Pricing and the Psychology of Consumption. - in Harvard Business Review, by John Gourville; Dilip Soman, 2002

[Article](#)

Unit 6. Marketing Mix 3: Place (2 items)

What about the ‘place’ in place marketing?, by Gary Warnaby, Dominic Medway, 25 June 2013

[Article](#)

Relationship Marketing and Distribution Channels - in Journal of the Academy of Marketing Science, by B. A. Weitz; S. D. Jap, 1995-09-01

[Article](#)

Unit 7. Marketing Mix 4: Marketing Communciations (5 items)

Usage, barriers and measurement of social media marketing: An exploratory investigation of small and medium B2B brands - in Part of Industrial Marketing Management, by Nina Michaelidou; Nikoletta Theofania Siamagka; George Christodoulides, 2011

[Article](#) | [Background](#)

Engagement with Social Media and Social Media Advertising: The Differentiating Role of Platform Type - in Journal of Advertising, by Hilde A. M Voorveld; Guda van Noort; Daniel G Muntinga; Fred Bronner, 2018

[Article](#)

Misleading Consumers with Green Advertising? An Affect-Reason-Involvement Account of Greenwashing Effects in Environmental Advertising - in Journal of Advertising, by Desiree Schmuck; Jorg Matthes; Brigitte Naderer, 2018

[Article](#)

Disclosing Instagram Influencer Advertising: The Effects of Disclosure Language on Advertising Recognition, Attitudes, and Behavioral Intent - in Journal of Interactive Advertising, by Nathaniel J. Evans, Joe Phua, Jay Lim & Hyoyeun Jun Evans; Joe Phua; Jay Lim; Hyoyeun Jun, 2017

[Article](#)

The role of emotions in advertising: A call to action - in Journal of Advertising, by Karolien Poela; Siegfried Dewitte, 2019

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