

Faculty of Economic, Social and Political Sciences



MARK3950 Reading workshop in marketing

[30h]

Teacher(s): Marie-Paule Kestemont, Isabelle Schuiling, Valérie Swaen
Language: French
Level: Third cycle

Aims

This reading workshop aims to provide students with a space for reflection on the latest advances and research trends in this field in terms both of directions and of managerial and strategic methods and implications.

Main themes

The themes change from one year to another according to the students' research topics and in accordance to most recent research results in the field.

Content and teaching methods

Content

Methodology

Before each session, students will make a personal and detailed study of the documents to be discussed. The aim of the sessions is to raise any comprehension problems that there may be and, from a critical point of view, to analyse conceptual aspects of the work examined, their methodological choices, and their contributions to the development of knowledge. The workshop will meet once a fortnight over two terms.

Other information (prerequisite, evaluation (assessment methods), course materials recommended readings, ...)

Assessment: This will be based on students' active participation in workshop sessions, and a check on their knowledge itself based on an understanding of the reading and their critical analysis.

As back-up, the workshop will have a list of articles that have appeared in the leading scientific journals in the field (and in chapters of books). The content will vary from year to year, as will the members of the academic staff sharing joint responsibility for the workshop.