

Amsterdam Business Research Institute

Marketing Research with Purpose

Course Manual

Academic year 2025 – 2026



Course Title	Marketing Research with purpose
Coordinator	Prof. dr. Peeter Verlegh (p.verlegh@vu.nl)
Study Period	May 2025 (Period 5)
ECTS	5 ECTS
Tuition	€1250 20% discount on early bird registration: €1000
Target Groups	Research master and PhD students with an interest in marketing, as well as students in the Pre-PhD Research Training Programme.
Course Objective	After successful completion of the course, students will be able to: • Synthesize the literature and integrate knowledge in the field of marketing, with an emphasis on research with societal impact (“marketing with purpose”) • Formulate research directions in this area • Critically analyze and evaluate current marketing research • Communicate (present and discuss) current theory and research in this area.
Course Content	Marketing is an academic discipline with its own traditions and standards, drawing from psychology, economics and other disciplines. In this course we zoom in on consumer behavior. While some of the work in this area is very fundamental in nature, the focus of this course is on research that translates directly into policies for brands, organizations, NGOs and other stakeholders, including governments. The seminar revolves around key insights and recent advances in marketing, with a focus on the societal impact – or, as we like to call it at VU School of Business and Economics: Marketing with Purpose. This course will draw on academic papers from leading journals. It is built around interactive discussions about recent articles in the field. But it is not only about reading and analyzing existing research. We will also help you generate and develop ideas for your own research, so that you will be able to launch or revamp your own research in this area.

Sessions

The class consists of three distinct segments. On the first day, we will discuss the concept of purpose-driven marketing research, and provide some background on critically reviewing academic research.

In the next two sessions we will dissect and discuss two sets of two papers. This will allow us to learn how to design and position purpose-driven research in different areas. The fourth session will focus on generating your own research ideas, in an idea generation workshop.

Then, the next day, you will further develop this idea, in discussions with your classmates and the coordinator

It is important that in each session, all students thoroughly read the papers and prepare questions or discussion points.

Examination

The final grade is based on:

Individual paper (30%): a 3000 words (plus or minus 10%) essay in which you further develop the research idea that you generated in the closing workshop. This essay should consist of the following:

- (a) An introduction, in which you set the stage for your research question
- (b) The proposed research question or hypothesis
- (c) the academic contribution (how does this extend theory?)
- (d) the practical relevance of the idea.
- (e) A sketch of a study (or studies) to test the idea

Final presentation (30%): a 10 minute presentation of your research idea/paper: explain your idea, and discuss it with the course coordinator and a co-reader.

Class participation (40%): Your active participation to in-class discussion will be graded using a simple evaluation procedure. This values active class participation and contribution to a positive learning environment

Schedule:

5 Sessions to be held on VU campus:

Tue May 19: 10:00-14:00 // HG-07A37

Wed May 20: 10:00-12:00 and 13:00-15:00 // HG-07A37

Thu May 21: 10:00-12:00 // HG-07A37

Final presentations: To be scheduled early June (either online or offline – based on availability)

Session 1: INTRODUCTION: WHAT IS PURPOSE DRIVEN MARKETING RESEARCH?

Introduction to the topic & course

- Sridhar, S. (2025). Constructive Peer Review Made Practical: A Guide to the EMPATHY Framework. *Journal of Marketing*, 89(3), 1-12
- Summers, J.O. Guidelines for conducting research and publishing in marketing: From conceptualization through the review process. *Journal of the Academy of Marketing Science* 29, 405–415
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Session 2: A FOCUS ON CONSUMERS

- Granulo, A., Kranzbühler, A-M, Fuchs, C., and Puntoni, S. (2025). Collective Layoffs and Offshoring: A Social Contract Account, *Journal of Consumer Research*, 52, 526–546
- Goenka, S., Bagchi, R. (2025). Price Partitioning of Socio-Moral Surcharges, *Journal of Consumer Research*, 51, 873–895

Session 3: A FOCUS ON BRANDS

- Du, G., Millet, K., Aydinli, A., & Argo, J. J. (2025). Disrespectful Promotions: The Negative Impact of Price Promotions on Products Symbolically Linked to Stigmatized Identities. *Journal of Marketing Research*, 62, 624-644
- Hydock, C., Paharia, N., & Blair, S. (2020). Should your brand pick a side? How market share determines the impact of corporate political advocacy. *Journal of Marketing Research*, 57, 1135- 1151.

Session 4: GENERATING IDEAS FOR PURPOSE-DRIVEN RESEARCH

- McGuire, W. (1997). Creative hypothesis generating in psychology. *Annual Review of Psychology*, 48, 1-30 (background)
- Stremersch, S. (2024). How can academics generate great research ideas? Inspiration from ideation practice. *International Journal of Research in Marketing*, 41, 1-17 (background)

FINAL PRESENTATIONS

These presentations will be held online, and scheduled after the last session.