Readings in Marketing
118.710
Fall, 2000-01
Dr. E. Bruning

Week 1: Meeting: Tuesday, September 14 --Overview of the Field


Week 2: Meeting: Tuesday, September 21 – Methodological Issues


Paul Anderson, ““Relative to What—That is the Question: A Reply to Siegel,” Journal of Consumer Research, 15, 1988, 133-137.


Week 3: Meeting: Tuesday, September 28 – Buyer Behaviour


Week 4: Meeting: Tuesday, October 5 – Buyer Behaviour


### Week 5: Meeting: Tuesday, October 12 – Market Orientation


### Week 6: Meeting: Tuesday, October 19 – Market Orientation


### Week 7: Meeting: Tuesday, October 26 – Pricing and Quality


Week 8: Meeting: Tuesday, November 2 – Service Quality


Week 9: Meeting: **Tuesday, November 9 –Marketing Distribution**


Week 10: Meeting: **Tuesday, November 16 –Marketing Relationships**


