This seminar will expose doctoral students to the most important and recent research in online consumer marketing. The objective is to help students develop a comprehensive and in-depth understanding of this research area and help them develop their research skills.

This course will use a seminar format. Thus, each student is expected to actively participate in class discussions and presentations.

The articles discussed in class are available online.

Three papers will be assigned to each student. For each paper, the student has to constructively critique and present its content to the class.

The chosen format and topic of the term paper have to be submitted to the professor before Class 9 and must be related to online consumer marketing. The paper is due on Class 15 (electronic (via email) and paper format).

At the end of the semester (Class 15), each student has to present her/his term paper to the class.
Participation
Each student is expected to read all required readings before class and to actively participate in class discussions and presentations.

Plagiat
Les étudiants sont priés de consulter l'article 12 du Règlement régissant l'activité étudiante à HEC Montréal intitulé Plagiat et fraude, de prendre connaissance des actes et des gestes qui sont considérés comme étant du plagiat ou une autre infraction de nature pédagogique (12.1), de la procédure (12.2) et des sanctions, qui peuvent aller jusqu'à la suspension et même l'expulsion de l'École (12.3).
Toute infraction sera analysée en fonction des faits et des circonstances, et une sanction sera appliquée en conséquence.

Liste des séances

Séance 1 : Organizational Meeting and Introduction

Description
- Course presentation
- Assignment of articles to students
- Short discussion based on required readings

Lectures


Séance 2 : Characteristics of Online Consumers and of the Internet

Description
- Presentation of article(s) by student(s)
- Discussion topics
  - Characteristics of online consumers
  - Characteristics of the Internet

Lectures

Required readings


Optional readings


Séance 3 : Online Experience

Description
- Presentation of article(s) by student(s)
- Discussion topic: Consumers’ online experience
Required readings


Optional readings


Séance 4 : Clickstream Data

Description

• Presentation of article(s) by student(s)
• Discussion topic: How can clickstream data be used in marketing?

Lectures

Required readings


Optional Readings:


Séance 5 : Advertising

Description
- Presentation of article(s) by student(s)
- Discussion topic: The use and effectiveness of online advertising

Lectures

Required readings


Optional readings


Séance 6 : Information Search

Description
- Presentation of article(s) by student(s)
- Discussion topic: How consumers use the Internet to search product information

Lectures

**Required readings**


**Optional readings**


**Séance 7 : Evaluation of alternatives**

**Description**
- Presentation of article(s) by student(s)
- Discussion topic: How do consumers use the Internet to evaluate competing products/channels?

**Lectures**

**Required readings**


Additional readings

Séance 8 : No formal class

Description
- Individual meetings to discuss and work on term paper.

Séance 9 : Choice

Description
- Presentation of article(s) by student(s)
- Discussion topic:
  - How do consumers use the Internet to make product choices?
  - How can product choices be influenced?

Ressources générales

Required readings


Optional Readings:

Séance 10 : Decision Aids

Description
- Presentation of article(s) by student(s)
- Discussion topic: How do consumers use online decision aids and how do they influence their choices?

Lectures

Required readings


Optional readings


**Séance 11 : Auctions**

**Description**
- Presentation of article(s) by student(s)
- Discussion topic: How do consumers behave when using online auctions?

**Lectures**

**Required readings**


Optional readings
Wood, C.M., Alford, B. L., Jackson, R. W., Gilley, O. W. (2005), "Can retailers get higher prices for "end-of-life" inventory through online auctions?," Journal of Retailing, 81 (3), 181-190

Séance 12 : Trust

Description
- Presentation of article(s) by student(s)
- Discussion topic: What is trust and why is it important online?

Lectures
Required readings


Optional readings


Séance 13 : Satisfaction/Loyalty

Description
- Presentation of article(s) by student(s)
- Discussion topic: Are online consumers satisfied and loyal?
Required readings


Optional readings


**Séance 14 : Communities/Personal Web Space**

**Description**

- Presentation of article(s) by student(s)
- Discussion topic: How do consumers use online communities?

**Lectures**
Required readings


Optional readings:
