

**Helge Löbler**

**Michaela Haase**

## **Marketing as Social Science – continuing the debate**

With his paper “There could be more than marketing you might have thought!” Roger Layton sets out a seminal agenda for marketing (Layton 2016b). The guiding question is “could marketing be repositioned as a discipline within social science?” At the last Macromarketing conference, several academics commented on this agenda. These comments were published in the *Australasian Marketing Journal* (Layton 2016a; Löbler 2016; Maclaran 2016; Mittelstaedt, J. 2016; Mittelstaedt, R. 2016; Polsa 2016; Redmond 2016; Shapiro 2016). The question what marketing is and what marketing can be is not new. 40 years ago Shelby Hunt clearly stated “If marketing is to be restricted to only the profit/micro/normative dimension (as many practitioners would view it), then marketing is not a science and could not become one” (Hunt 1976, p. 27). This track invites all who are interested in continuing the debate about marketing as a discipline within social science. This is a discussion that touches upon the distinction between micro- and macromarketing and, with it, upon the understanding of macromarketing itself. In addition, we have to acknowledge that the possible objective, marketing as a social science, is itself a debated topic (see, for example, Edmonds and Warburton 2016a and Edmonds and Warburton 2016b).

Papers and abstracts are invited but also abstracts expressing ideas on how to continue the debate are welcome. The track will be organized in a way that people can combine their ideas for preparing a paper on the topic together.

### Publication bibliography

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Shapiro, Stanley J. (2016): The case for borrowing rather than becoming. In *Australasian Marketing Journal (AMJ)* 24 (3), pp. 255–256. DOI: 10.1016/j.ausmj.2016.08.011.