

Marketing Management I - MKTG 621
The Wharton School, University of Pennsylvania
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Course Description, Requirements, and Assignments

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INTRODUCTION

The first-quarter marketing course (MKTG 621) addresses how to design and implement the best combination of marketing efforts to carry out a firm's strategy in its target markets. The course has two main objectives. First, to develop your understanding of how the firm can benefit from creating and delivering value to its customers and related stakeholders. Second to develop your skills in applying the analytic perspectives, decision tools, and concepts of marketing to the following issues:

1. **Market definition, segmentation, targeting, and positioning.** How to: assess market potential, analyze customer behavior, and focus resources on specific customer populations and against specific competitors.
2. **Product branding.** How to: develop, measure, and capitalize on brand equity.
3. **Pricing.** How to: set prices that demonstrate value to the customer and capture value for the firm.
4. **Distribution channels.** How to: understand the role of distributors, retailers, and other intermediaries in delivering products, services and information to customers.
5. **Marketing communications.** How to: develop an effective mix of marketing communication efforts (with emphasis on advertising and public relations).

SKILL DEVELOPMENT OBJECTIVES

The course uses lectures and cases to help you:

1. Develop a disciplined approach to the *analysis* of marketing situations and decision making;
2. Expand your *decision-making* skills by requiring you to make and defend marketing decisions in the context of stylized real-world problem situations with incomplete information (case studies);
3. Improve your skills in *group problem-solving* and in written and oral *communication* (case write-ups and presentations);
4. Make *cross-functional connections* between marketing and other areas of business.

These skills will serve you in any marketing situation, any geography, and any industry.

COURSE MATERIALS

The MKTG 621 bulkpack with cases is available through Study.Net.

WebCafé will be used as the source for class handouts and other materials.

If you seek background reading in the form of a textbook, we recommend one of the following *optional* books:

Noel Capon (2007), *Managing Marketing in the 21st Century*. Wessex Inc. ISBN 978-0-9797344-0-3. Hard copy is available from available from www.axcesscapon.com/en/booksfront for \$50 and PDF for \$40.

Alexander Chernev (2009), *Strategic Marketing Management*, 5th Edition. Paperback (ISBN-0982512635) is available from www.amazon.com for about \$36.

Philip Kotler & Kevin Lane Keller (2007), *A Framework for Marketing Management*, 4th Ed, Prentice Hall. Hard color copy (ISBN 0136026605) is available from www.amazon.com for about \$130. You can find cheaper used books on the web.

LEARNING SUPPORT

Teaching Assistants are available to review lecture and case topics.

WebCafé will be used extensively as a forum for communication and discussion, incl.

- Distributing case discussion questions to help you prepare
- Sharing additional materials related to lectures and case discussions

The Marketing Math Essentials website (<http://mme.wharton.upenn.edu/index.cfm>) contains a number of practice problems corresponding to the concepts and tools covered in the “Marketing Math Essentials” note in the bulkpack. We strongly encourage you to use this tool.

GRADING

The weighting of the inputs for the final course grade is:

Class participation and attendance	10%
Case write-up (lower score)	15%
Case write-up (higher score)	25%
Final examination	50%
Total	100%

Class Participation and Attendance (10%)

Constructive participation in lectures and especially case discussions is based on analysis rather than mere opinion, and builds on the topic flow at the time (a good participant is a good listener). Class participation will account for five out of the 10 points.

Attendance is required for every class session. Attendance is recorded by the TA at the beginning of each session and students who come late will not receive credit. Class attendance will account for five out of the 10 points. If you are unable to attend, email your professor and TA ahead of time explaining why. Three or more unexcused absences will result in a grade of zero for class participation and attendance. Concert Rules apply.

Case Write-Ups (40%)

See the instructions and due date information at the end of this document.

Final Examination (50%)

The exam is scheduled for **Wednesday October 27, 2010**. It will take place between 6pm and 8pm. Room assignments and other details will be announced in class and via email and will be posted on webCafé. We will also post a sample exam.

The exams will be graded by the TAs with guidance from the faculty, and grades will be posted. The Marketing Department does not return final exams, but you have the opportunity to go over your exam and compare it to the answer key. Here's the process:

1. Send an email to the course coordinator, Karen Ressler in the Marketing Department (resslerk@wharton.upenn.edu) requesting to go over your exam. Make sure to include your Penn ID number so she can retrieve your exam.
2. We will then schedule a time at which you can go to the Marketing Department to go over your exam (JMHH 7th floor).
3. If you would like to challenge the grade on your final due to an error in calculating your score or an egregious mistake in grading, contact your professor by email. Explain your grounds for appeal in detail and include your section number and Penn ID number so he can retrieve your exam.
 - a. In the case of a mistake in scoring (i.e., adding points), this will be corrected immediately.
 - b. In the case of challenging the points you receive for a given answer, you will need to provide in writing a detailed explanation for the specific reasons. We shall examine your request and if it is reasonable, we shall re-grade the entire exam, not just the questions you identifies; therefore, your final score might go up or down, or remain the same.

POLICY ON USING OUTSIDE SOURCES OF INFORMATION

Do not use any outside information when preparing for case discussions or producing written case analyses. Outside sources of information include the library, the mass media, the Internet, and any people outside of your learning team. If you use other sources, you are cheating yourself as well as other students.

For course topics in general, in contrast, you are obviously welcome to use outside sources to expand your knowledge.

COURSE SCHEDULE

1. September 8 (Wednesday): Session 1

Introduction, Analyzing Markets and Customers (I)

This class discusses the role of marketing in the firm and reviews the “5Cs-STP-4Ps” marketing decision process. It focuses on the importance of segmenting the market and creating a clear positioning statement.

Reading Assignment

Marketing Math Essentials: Introduction, and When to Use Which Calculations and Why.

2. September 13 (Monday): Session 2

Unilever Brazil Case (See website for case questions)

Reading Assignment

Marketing Math Essentials: Margin Analysis, and Break-Even Analysis.

3. September 15 (Wednesday): Session 3

Analyzing Markets and Customers (II)

This class explores more detailed approaches to market analysis, including models of customer decision making and customer lifetime value (CLV).

Reading Assignment

Marketing Math Essentials: Chain Models of Segment Value, and Customer Lifetime Value (CLV).

4. September 20 (Monday): Session 4

Gillette Indonesia Case (See website for case questions)

5. September 22 (Wednesday): Session 5

Branding

In this session we examine how brands can affect customer behavior, which in turn provides insights into the importance of building brand equity and the risks and benefits of some branding practices such as brand extensions.

6. September 27 (Monday): Session 6

Case Write Up and Presentation: Biopure Corporation

A .doc copy of your write up and, if you are presenting, your .ppt presentation is due in your team folder by 8:00am. Even numbered learning teams will present this case. More details are available at the end of this document.

7. September 29 (Wednesday): Session 7

Pricing

Topics covered include: measuring customers' willingness to pay (economic value to the customer), measuring price sensitivity, and psychological aspects of pricing.

Reading Assignment

Marketing Math Essentials: Economic Value to the Customer.

8. October 4 (Monday): Session 8

Rohm and Haas Case (See website for case questions)

9. October 6 (Wednesday): Session 9

Distribution

This session examines how to design and coordinate distribution channels.

10. October 11 (Monday): Session 10

Case Write-Up and Presentation: Natureview Farm

A .doc copy of your write up and, if you are presenting, your .ppt presentation is due in your team folder by 8:00am. Odd numbered learning teams will present this case. More details are available at the end of this document.

11. October 13 (Wednesday): Session 11

Marketing Communications

This session provides an overview for the role of advertising as a key element of the communication mix and provides a step-by-step framework for making advertising decisions.

Reading Assignment

Marketing Math Essentials: Weighted Cost-per-Thousand.

12. October 18 (Monday): Session 12

Tiffany Case (See website for case questions)

Review Sessions: TBA

Final Examination: Wednesday, October 27 2010 (6-8 pm), Location TBD

CASE WRITE UPS

Biopure Corporation (9/27) and Natureview Farm (10/11)

Objective

Case write-ups provide you experience in: (1) developing skills to work effectively and efficiently in teams, (2) defining marketing problems, performing appropriate analyses and crafting marketing plans, and (3) developing oral and written communication skills.

Case Assignment

Recommend a **specific** plan of action for these firms. Be sure your analyses and recommendations address the problems explicitly mentioned in the case. In addition, your definition of the problem and your analyses may reveal other important issues you believe must be addressed. Your recommended marketing plan should be based on appropriate and defensible analyses.

Paper Format

Each write-up should be **no longer** than 1,500 words (regardless of type font spacing, etc.). **Be sure to include your learning team number and names of all team members on the cover page.** Use your word processor to count the words and report the final count on the cover page. Up to **four** additional pages of exhibits beyond the 1500-word limit are permitted. The style and structure of the text and exhibits is up to you, but **one** of the exhibits should be a sample advertisement which illustrates your chosen **positioning** for the product or service.

Other exhibits should be clearly titled, and included only if they provide supporting details for your analyses and recommendations. They should not introduce new ideas that are not explicitly presented in the text. Quantitative analyses must be clear and show the calculation in full with precise explanations (e.g., footnotes that describe the methods and assumptions used). Key conclusions from the exhibits should be discussed in the text, and references to your exhibits should be made as appropriate places in the text ("see Exhibit A"). It is very frustrating to read write ups where some team members prepared the exhibits while others did the writing; this typically leads to a disjointed analysis. You should not reproduce any exhibits that are in the case study, although, of course, you may use information in case exhibits and you should reference them when you do ("from case Exhibit 3").

Paper Submission Process

A single Microsoft Word file containing all text and exhibits should be placed in your team folder in webCafé by 8:00am on the day it is due. The files should be named **Biopure_TeamXX.doc** and **Natureview_TeamXX.doc** with XX replaced by your team

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number. When your team is presenting, you must also upload **Biopure_TeamXX.ppt** and **Natureview_TeamXX.ppt**. Papers will be read by your TA and returned with written feedback and a grade.

Class Presentations and Discussion

Presenting teams should be prepared to give a 10-minute summary of their managerial recommendations. Teams should prepare no more than **four** Power Point slides (in addition to a “cover sheet” type of slide that only gives the title of your presentation and team member names). This presentation must be uploaded to the team folder on WebCafé and named as follows: **Biopure_TeamXX.ppt** and **Natureview_TeamXX.ppt**.

One of the slides should be a sample television, magazine, or online advertisement that communicates to customers the product **positioning** that would result from your recommendations. This slide should also be one of the exhibits in your write-up. The purpose is to provide an interesting and relevant focus for the presentation – this does not mean that this advertisement should be central to your written analysis – that’s for you to decide. In general, the **positioning idea** is what counts, not your artistic abilities. One of the slides should contain at least one clearly-labeled and explained **calculation** you performed, since it’s likely that only the end-result of this calculation will be shown in other slides.

Important Note: There should be only **two** files in your team folder: the Word write-up you are submitting and the Power Point slides. If you have other related files put them in a sub-folder.

Oral Presentation and the Write Up

Your team’s grade will be based jointly on the written paper you submit and the content of your Power Point presentation. We do not impose rigid rules for content or structure of your written presentation, beyond length limitations. Also, we will not be grading you on your presentation style, nor do we require that all team members play a part in the presentations.

MKTG 621 Ethics Matrix

Ethics Matrix	MKTG 621
Professors	Fall 2010
Homework & Problem Sets	
Working with Learning Team	N/A
Working with Other Classmates	
Discussing with Other Classmates	
Consulting Material from Former Students (e.g., formula sheets, solutions, old exams, etc.)	
Using Material from External Sources* (e.g., reports, articles, books, online research, etc.)	
Other:	
Individual Cases & Projects	
Working with Learning Team	Yes
Working with Other Classmates	Yes, but not encouraged
Discussing with Other Classmates	Yes, but not encouraged
Consulting Material from Former Students (e.g., formula sheets, solutions, old exams, etc.)	No
Using Material from External Sources* (e.g., reports, articles, books, online research, etc.)	No
Other:	
Group Cases & Projects	
Working with Learning Team	Yes
Working with Other Classmates	No
Discussing with Other Classmates	No
Consulting Material from Former Students (e.g., formula sheets, solutions, old exams, etc.)	No
Using Material from External Sources* (e.g., reports, articles, books, online research, etc.)	No
Other:	
Proctored Tests & Exams	
Working with Learning Team	For studying only
Working with Other Classmates	
Discussing with Other Classmates	
Consulting Material from Former Students (e.g., formula sheets, solutions, old exams, etc.)	
Using Material from External Sources* (e.g., reports, articles, books, online research, etc.)	

Consulting Textbook / Class Notes	
Using a Formula Sheet / Note Sheet (consult syllabus or professor for size/format/source req'ts)	No
Using an Approved Calculator	Yes
Other:	
Take-Home Tests & Exams	
Working with Learning Team	N/A
Working with Other Classmates	N/A
Discussing with Other Classmates	N/A
Consulting Material from Former Students (e.g., formula sheets, solutions, old exams, etc.)	N/A
Using Material from External Sources* (e.g., reports, articles, books, online research, etc.)	N/A
Consulting Textbook / Class Notes	N/A
Using a Formula Sheet / Note Sheet (consult syllabus or professor for size/format/source req'ts)	N/A
Using an Approved Calculator	N/A
Using a Computer / Programmable Device	N/A
Saving a Copy	N/A
Other:	

** Note that all borrowed content should be cited as appropriate.*