

Department of Marketing
The Wharton School
University of Pennsylvania

**MARKETING 101:
Introduction to Marketing**

Spring 2010

Keith E. Niedermeier, Ph.D.

Course Objective

People often think about marketing strictly as *advertising* — a highly visible activity by which organizations try to persuade customers to buy products and services. However, marketing is much more than advertising alone; even the most skillful marketer cannot make customers buy things they don't want. Rather, marketing involves: (1) identifying customer needs, (2) satisfying these needs with the right product and/or service, (3) assuring availability to customers through the best distribution channels, (4) using promotional activities in ways that motivate purchase as effectively as possible, and (5) choosing a suitable price to boost the firm's profitability while also maintaining customer satisfaction.

These decisions – product, distribution, promotion, and price – comprise the *marketing mix*. These tactics flow from a rigorous analysis of the company, customers, competitors, collaborators, and overall business context. These are the key activities of marketing management, and they are crucial to the success of a business. Failure to find the right combination of the “mix” may result in product (or service) failure. In turn, that means loss of revenue, loss of jobs, and economic inefficiency.

The objective of this course is to introduce students to the concepts, analyses, and activities that comprise marketing management, and to provide practice in assessing and solving marketing problems. The course is also a foundation for advanced electives in marketing as well as other business/social science disciplines.

Classes

Topics for each week of the course are identified on the course schedule. Each week, Professor Niedermeier will give a broad lecture that will provide an overview of the relevant topic. It is important that you do the assigned readings *in advance* of the lecture, since that session will build on the text. The lecture will NOT be a reiteration of the reading. Rather, it will go well beyond the book in breadth and depth of content as well as industry applications.

Your recitation section instructors meet each week with your professor. Each recitation section is either a carefully planned case study or a session devoted to understanding the marketing simulation (SABRE, see below) we will be using in the course. The quantity and quality of your participation in recitation discussions is an important part of the learning process in this course (and an important element of your final grade), so you should carefully read the assigned materials in preparation.

Attendance is required at all scheduled class sessions and the final examination. All students, whether taking the course pass-fail or not, must complete all the homework, SABRE-related projects, market research requirement, and final examination in order to receive a grade for the course.

In order to ensure fairness, students suspected of cheating will be referred to the Office of Student Conduct. The Office of Student Conduct will determine if there was cheating and if so, what punishment will be administered. There are no exceptions to this policy under any circumstances. Please familiarize yourselves with the University Code of Academic Integrity:

<http://www.vpul.upenn.edu/osl/acadint.html>

Course Policy Regarding Drop or Withdrawal from Class

The formation of teams of students in the marketing simulation is a crucial component of the Marketing 101 class. Students enrolled in Marketing 101 may drop the course up until the time the teams for the market simulation are formed (approximately during the third or fourth week of classes). After that time, any student electing to drop the course will receive a W (withdraw) on their transcript, even though it will likely occur before the University deadline for course drops without penalty on transcript.

Exam

There will be one final examination. This exam will comprise 25% of your final grade. Everything discussed in class and in the assigned readings may appear on the exam.

Final exams are scheduled by the University Registrar. A makeup examination must be requested in writing and will require **written medical proof**. Make up exams are only held during the official postponed exam period the following semester as scheduled by the University Registrar. **Do not take the course unless you can sit for the exam indicated on the assignment schedule handed out on the first day of class.**

No requests to retake the final exam will be granted.

Final exams will be kept on file for one semester following the course. Students who would like to view their final exams will be able to do so in the marketing department starting the second week of the semester following the course. Graduating seniors who will not be on campus to view their finals can receive them by bringing a self-addressed, stamped envelope to the final exam.

Homework and Quizzes

There will be four homework/quiz assignments throughout the semester. Your TA will give you the specific assignments and due dates. Each assignment will count as 5% of your grade (20% total).

Class Participation and Attendance

Class attendance and participation is mandatory to do well in this class. You are expected to come to each recitation period prepared to discuss the current case/topic and meaningfully participate in class exercises. Participation and attendance will count as 25% of your grade.

SABRE (Marketing Simulation)

You will participate in a marketing simulation exercise called SABRE (“Strategic Allocation of Business Resources”), in which teams of students will compete in simulated markets. Specific details about the simulation will be distributed during the semester. You will be evaluated on your team’s performance in the game (15%), a paper evaluating your team’s performance and strategy (10%), and a class presentation (5%). Thus, the team grade for SABRE will count as a total of 30% of your grade.

Market Research Requirement

In order to receive a grade in Marketing 101, you are *required* to participate in a market research project. There are two alternative ways to participate. The *first* is to participate in at least **one** marketing research study in the Wharton Behavioral Lab (<http://bhlab.wharton.upenn.edu>). There are two goals motivating this requirement. The first goal is to provide the students with first-hand experience in marketing research. Simply participating in the market research process can be instructive. Another goal is that your participation in academic research projects will help Wharton Marketing faculty continue to develop state-of-the-art marketing thought, which is ultimately brought back to the classroom. The *second* way to fulfill this requirement is to write a 10-page paper on a market research topic of your choice, but the topic must be approved by your TA.

Grading

Your grade will be calculated in the following manner:

Four Homework/quiz Assignments (5% each)	20%
SABRE Performance	15%
SABRE Group paper	10%
SABRE Presentation	5%
Class Participation	25%
Final Exam	25%
Total	<u>100%</u>

The Final grades will be curved in the following manner:

A+, A, A-	30%
B+, B, B-	40%
C+ and lower	30%

Course Materials

There are two required books for this course; both are available at the Penn Bookstore:

- (1) Perreault, Cannon, and McCarthy, *Essentials of Marketing*, 11th Edition, McGraw Hill/Irwin
- (2) Custom Case Book for Marketing 101.

In addition there may be a fee for this course, billed to you at the end of the semester, to cover the cost of reproducing in-class handouts.

Marketing 101 webCafé

There will be a webCafé site set up for this course. Available at the webCafé will be copies of the lecture slides, SABRE-related materials and online resources, administrative documents, and other materials relevant for the course. In addition, each TA will have a folder assigned to his or her recitations to cover specific recitation materials that they will use.

To access the webCafé for Marketing 101, go to the internet URL: <http://webcafe.wharton.upenn.edu>
On that page, click on MKTG to display links to Marketing course webCafé rooms, and then click on your section number.

Non-Wharton students MUST obtain a Wharton computer account in order to access webCafé.
You can sign up at: <http://accounts.wharton.upenn.edu>

NOTES ON PREPARATION FOR CASE DISCUSSION

The case situations that will be discussed have been developed by careful research on actual situations in real companies. The case writer has attempted to describe enough of the background and details of the situation in order to give an understanding that provides an adequate basis for class discussion.

Thorough preparation on the part of all class participants is essential to having a good class discussion. Reading the case is not enough. After an initial reading to get the broad pattern, go back and study the case thoroughly, developing your understanding of the problems confronting the individuals in the case. Make any notes you find helpful and mark up the case to facilitate structuring your understanding of the situation. Identify the major problems and key relationships. Conceive alternative solutions to the problem and identify the advantages and disadvantages of each.

Do not be surprised if you feel that the case lacks some facts that you would like to have to make possible a better decision. Management decisions frequently must be made on the basis of only these facts which are on hand at the time the decision must be made, and frequently these facts are not as complete as might be desired. Remember that the ability to make effective decisions without all of the facts is an essential executive skill.

Don't look for "the subject" of a case or expect to get "the answer" in class. Business situations are complex and frequently involve a series of interrelated problems. Likewise, there are usually a number of alternative possible solutions, each involving different degrees of risk, cost, and simplicity of execution. The opportunity to see the variety of ideas expressed by your colleagues, and to be exposed to the challenge of defending your ideas in the face of questions they may ask, provides the major part of the benefit from case discussions.

Remember that the effectiveness of the case discussion is proportional to the thoroughness of preparations by the members of the class.