

Department of Marketing
University of Pennsylvania
The Wharton School

Marketing 101: Introduction to Marketing

Summer 2010, Session I

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Course Objective

People often think about marketing as just *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 those 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 still maintaining customer satisfaction.

These decisions – product, distribution, promotion, and price – comprise the *marketing mix*. These tactical choices 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 “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 in other business and social science disciplines.

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.

Office Hours and Contact Information

Email: verrochn@wharton.upenn.edu

Office Hours: Tuesdays 3-4:40, or by appointment

Office: JMHH 727.5

Academic Integrity

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 is 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's Code of Academic Integrity: <http://www.vpul.upenn.edu/osl/acadint.html>

Exam

There will be one final examination. The exam will comprise 30% of your final grade. Everything discussed in class and in the assigned readings may appear on the exam (i.e., it's cumulative).

Final exams are scheduled by the University Registrar. The final exam will take place in the last class of the course (Thursday, July 1st). A makeup exam 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 on the last class meeting.** 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.

Homework and Quizzes

There will be two homework assignments and two quizzes throughout the semester. The specific due dates can be found on the assignment grid at the end of the syllabus. All homeworks and quizzes are to be completed *independently*. Any collaboration with other students will be turned over to the Office of Student Conduct. Each assignment (homework, quiz) will count as 5% of your grade (20% total).

Class Participation and Attendance

Class attendance is mandatory, and participation is crucial to high performance in this class. You are expected to come to each class period prepared to discuss the current case/topic and to contribute meaningfully 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 compete in a simulated market. Specific details of the simulation will be discussed during the semester. You will be evaluated on your team's performance in the simulation (15%) and a class presentation (10%). Thus, the team grade for SABRE contributes to a total 25% of your grade.

Grading

Your grade will be calculated in the following manner:

Homework/Quiz Assignments (5% each)	20%
SABRE Performance	15%
SABRE Presentation	10%
Class Participation	25%
Final Exam	30%
<hr/> Total	<hr/> 100%

The final grades will be curved in the following manner:

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

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 ways to complete this requirement.

The first option is to participate in at least one marketing research session at the Wharton Behavioral Lab (<http://bhlab.wharton.upenn.edu>). There are two goals motivating this requirement. The first is to provide students with first-hand experience in marketing research. Simply participating in the market research process can be instructive. Secondly, students' participation in academic research projects helps Wharton Marketing faculty continue to develop state-of-the-art marketing thought, which is then brought back to the classroom.

The second way to fulfill the market research requirement is to write a 10-page paper on a market research topic of your choice, but the topic must be approved by the professor.

WebCafé

There will be a webCafé set up for this course. Available on webCafé will be copies of the lecture slides, SABRE-related materials and resources, administrative documents, and other course materials (such as homework assignments). During the SABRE simulation, each team will have a webCafé folder to place any plenary documents, decision logs, or other materials—including their final team presentation. Thus, **all students must have a webCafé account.** All Wharton students automatically have webCafé access. If you are a non-Wharton student, create an account here (<https://apps.wharton.upenn.edu/accounts/>) using the "Class Accounts" option. This will allow you access to the course's webCafé for the duration of the semester.

To access the webCafé for Marketing 101 go to <http://webcafe.wharton.upenn.edu> and click on MKTG to display links to the Marketing course webCafé rooms. Select your section number to enter our room.

Notes on Preparation for Case Discussions

The case situations that will be discussed in class 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 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. *Just reading the case is not enough.* After an initial reading to get the broad problem, go back and study the case thoroughly, developing your understanding of the situation 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 a better decision. Management decisions frequently must be made on the basis of only the facts which are on hand at the time of the decision, and often these facts are not as complete as would be ideal. 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 the case, or expect to get "THE answer" in class. Business situations are complex and often involve a series of interrelated problems. Likewise, there are usually a number of alternative solutions, each involving different degrees of risk, cost, and ease-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 their questions, is the major part of the benefit from case discussions.

Tentative Class Schedule

Date	Topic	Due for Class
Monday, May 24	Introduction: What is Marketing?	Chapters 1, 2
Tuesday, May 25	Case Analysis	
Wednesday, May 26	Customer Behavior	Chapters 5, 6
Thursday, May 27	Starbucks Case	
Monday, May 31	No Class - Memorial Day	
Tuesday, June 1	Branding	Chapter 8, Homework 1
Wednesday, June 2	Black & Decker Case	
Thursday, June 3	Product Life Cycle	Chapter 9 (Quiz 1 in class)
Monday, June 7	Biopure Case	
Tuesday, June 8	Segmentation	Chapter 3, Homework 2
Wednesday, June 9	Marketing Research	Chapter 7
Thursday, June 10	SABRE Introduction	SABRE Intro (in case book)
Monday, June 14	No Class - SABRE	SABRE decision 1 due at 4:30pm
Tuesday, June 15	No Class - SABRE	SABRE decision 2 due at 4:30pm
Wednesday, June 16	No Class - SABRE	SABRE decision 3 due at 4:30pm
Thursday, June 17	No Class - SABRE	SABRE decision 4 due at 4:30pm
Monday, June 21	Pricing	SABRE decision 5 due at 4:30pm Chapters 16, 17
Tuesday, June 22	Cumberland Metals Case	
Wednesday, June 23	SABRE Presentations	
Thursday, June 24	Promotion and Advertising	Chapters 13, 15
Monday, June 28	Channels and Distribution	Chapters 10, 11(Quiz 2 in class)
Tuesday, June 29	Aqualisa Case	
Wednesday, June 30	Distribution and Retail	Chapter 12
Thursday, July 1	Final Exam	