

Department of Marketing
The Wharton School
University of Pennsylvania

**MARKETING 101:
Introduction to Marketing**

Summer 2010
JMHH F45

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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.

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 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. 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 30% 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. Each assignment will count as 5% of your grade (10% total) and each quiz will count as 10% each (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 15% 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%), and a class presentation (10%). Thus, the team grade for SABRE will count as a total of 25% of your grade.

Grading

Your grade will be calculated in the following manner:

Two Homework Assignments (5% each)	10%
Two Quizzes (10% each)	20%
SABRE Performance	15%
SABRE Presentation	10%
Class Case Participation	15%
Final Exam	30%
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

- (1) Armstrong & Kotler, *Marketing: An Introduction*, 10th Edition, Pearson
- (2) Cases and SABRE Manual available on Study.net

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.

Tentative Class Schedule:

<u>Date</u>	<u>Reading/topic</u>
July 6	Ch 1-3: Introduction: What is marketing?
July 7	Appendix 2: Case prep
July 8	Ch 5: Customer Behavior
July 12	Starbucks Case (Homework 1 due)
July 13	Ch 7: Brand
July 14	Black & Decker Case
July 15	Ch 8: Product Life Cycle
July 19	Biopure Case
July 20	Ch 6: Segmentation (Homework 2 due)
July 21	Ch 4: Marketing Research
July 22	SABRE Intro/Tutorial
July 26	(No class meeting) SABRE decision 1 due at 4:30pm
July 27	(No class meeting) SABRE decision 2 due at 4:30pm
July 28	(No class meeting) SABRE decision 3 due at 4:30pm
July 29	(No class meeting) SABRE decision 4 due at 4:30pm
Aug 2	Ch 9: Pricing - SABRE decision 5 due at 1pm
Aug 3	Cumberland Metals Case (Quiz 1)
Aug 4	SABRE Presentations
Aug 5	SABRE Presentations
Aug 9	Ch 12: Promotion and Advertising
Aug 10	Ch 10: Channels and Distribution (Quiz 2)
Aug 11	Ch 11,14: Distribution and Retail
Aug 12	Final Exam