

# MKTG 611- Marketing Management

The Wharton School, University of Pennsylvania  
Fall 2015

## FACULTY

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## INTRODUCTION

The first-quarter marketing core course (MKTG 611) has two main objectives:

1. First, to help you understand how organizations benefit by creating and delivering superior value to their customers and other stakeholders.
2. Second, to help you develop analytical skills, apply decision tools, and learn frameworks that will discipline your approach to market analysis.

You will learn to make sound decisions regarding:

1. **Segmentation, targeting, and positioning.** How to assess market potential, understand customer behavior, and focus appropriate resources on target segments and against competitors.
2. **Branding.** How to create and position a brand. How to measure and leverage brand equity.
3. **Pricing.** How to set prices that reflect and capitalize on underlying economic value to the customer, and thereby appropriate value for the firm.
4. **Distribution channels.** How to conceptualize a distribution channel, and how to optimize the way in which distributors, retailers, and other intermediaries deliver products, services, and information to customers.
5. **Marketing communications.** How to create effective content, develop integrated marketing and communications plans, and assess attribution for changes in customer behavior.

Throughout the course, you will be required and encouraged to:

- Make and defend marketing decisions in stylized real-world problem situations with incomplete information (e.g., case studies and exercises that we will conduct in the classroom and via assignments).
- Make cross-functional connections between marketing and other areas of business, including finance, operations, and strategy.

The skills you acquire in MKTG 611 will be useful regardless of the industry or geography in which you decide to pursue your career.

## COURSE MATERIALS

MKTG 611 cases and copyrighted reading materials are available through Study.Net.

The MKTG 611 Canvas site houses additional readings, handouts, and other materials.

There is no required text. The following optional books were written by your instructors and are available in hard copy and electronic form. Each of them touches on various aspects of the course.

- *Global Brand Power: Leveraging Branding for Long-Term Growth* (<http://whr.tn/1CUN4IY>)
- *Location Is (Still) Everything: The Surprising Influence of the Real World on How We Shop, Search, and Sell in the Virtual One* (<http://amzn.to/1VFknzI>)
- *Contagious: Why Things Catch On* (<http://amzn.to/1HOgxfX>)
- *Marketing For Financial Advisors: Build Your Business By Establishing Your Brand, Knowing Your Clients and Creating a Marketing Plan* (<http://amzn.to/1RYgKVN>)

The following books are general recommended marketing textbooks.

- *Strategic Marketing Management*, 8<sup>th</sup> Edition (<http://www.amazon.com/exec/obidos/ASIN/1936572192/marketingbooksto>)
- *Marketing Management* (14<sup>th</sup> edition) (<http://www.amazon.com/Marketing-Management-Edition-Philip-Kotler/dp/0132102927>)

## LEARNING SUPPORT

Teaching Assistants (TAs) are second-year MBA students who performed exceptionally well in MKTG 611. They will be available to review course materials and concepts. You will be introduced to your cohort's TA on the first day of class. Their background and contact information will be provided in class and included in a document on Canvas.

Canvas will be used to:

- Distribute case preparation questions,
- Share additional materials, and
- As a forum for ongoing discussion (We encourage you to post at least one element of content, e.g., video, article, podcast, etc., that further enriches our understanding of a particular issue).

## ASSESSMENT

Your MKTG 611 grade is determined as follows:

Class participation and attendance	25%
Weekly hand-in assignments	25%
<u>Final examination</u>	<u>50%</u>
Total	100%

### **Class Participation and Attendance (25%)**

Attendance and participation are required.

Attendance = 13 points (1 point per session; 1 bonus point for perfect attendance)

You should check-in to each class using the Wharton Connect mobile app. Students who are more than 5 minutes late and have no reasonable explanation for the delay will receive no credit. If you are unable to attend a class session, you must send an email to your TA ahead of time (note: the MBA Office must approve all excused absences). Two or more unexcused absences will result in a grade of zero for class participation and attendance.

Participation = 12 points (1 point per session).

Constructive participation is based on analysis rather than opinion, and builds on the discussion flow at the time (a good participant is a good listener). The TA will score the quality of your participation during class (note: it is possible to make a comment but receive no credit for it), which may be modified by your professor afterwards.

### **Hand-in Assignments (25%)**

See the instructions and due date information in the Case Preparation Document (CPD). All case assignments are due at 9:00am. All of these assignments should be uploaded via Canvas and will be graded via Speed Grader on Canvas.

## **Final Examination (50%)**

The exam is scheduled for Friday, October 9, 2015 from 10am – 12pm, and will be a timed 2-hour in-class exam. Additional details TBA.

Exams will be graded by the TAs, under the supervision of the faculty.

Grades will be posted online. If you believe: (1) that there is an error in calculating your score, or (2) there is a significant mistake, please contact your professor by email within one week of the exam scores posting (requests after this point will not be considered). In your request for a re-grade, please explain your reasons in detail (do not forget to include your section number and Penn ID number with your request).

1. Calculation errors will be corrected immediately.
2. If you are challenging the points you receive for a given answer, we shall examine your explanation for why you believe you deserve a higher score, and if it is reasonable, we shall re-grade the entire exam, not just the part you identified; therefore, your final score might go up or down, or remain the same.

## **POLICY ON USING OUTSIDE SOURCES OF INFORMATION**

- Graded Work and Case Preparation. Do not use any outside information when preparing for case discussions. Outside sources of information include the library, the mass media, the Internet, and, on group-based assignments, any people outside of your learning team. For non-case assignments, please feel free to use outside information that will enrich your work.
- Non Graded Work  
For course topics in general, in contrast, you are obviously welcome to use outside sources to expand your knowledge.

## **COURSE SCHEDULE**

The course alternates between “lectures”, i.e., core content and principles, and “applications” which include case discussions and other exercises

<b><u>Session</u></b>	<b><u>Date</u></b>	<b><u>Topic</u></b>	<b><u>Notes</u></b>
1	Wed 08/26	<u>Lecture</u> : Introduction, Analyzing Customers and Markets (1)	
2	Mon 08/31	<u>Application</u> : Unilever Brazil Case	MME: Notes on breakeven CPD: Case questions Case Assignment #1 must be uploaded on Canvas by 9:00am
3	Wed 09/02	<u>Lecture</u> : Analyzing Customers and Markets (2)	MME: Notes on CLV
4	Wed 09/09	<u>Application</u> : Uri Minkoff, CEO, Rebecca Minkoff	CPD: Background

<b><u>Session</u></b>	<b><u>Date</u></b>	<b><u>Topic</u></b>	<b><u>Notes</u></b>
5	Mon 09/14	<u>Lecture</u> : Branding	
6	Wed 09/16	<u>Application</u> : Mountain Man Brewing Case	CPD: Case questions Case Assignment #2 must be uploaded on Canvas by 9:00am
7	Mon 09/21	<u>Lecture</u> : Pricing	
8	Wed 09/23	<u>Application</u> : Dropbox Case	MME: Notes on EVC CPD: Case questions Case Assignment #3 must be uploaded on Canvas by 9:00am
9	Mon 09/28	<u>Lecture</u> : Distribution	
10	Wed 09/30	<u>Application</u> : Comcast Corporation Case	CPD: Case questions Case Assignment #4 must be uploaded on Canvas by 9:00am
11	Mon 10/05	<u>Lecture</u> : Marketing Communications	
12	Wed 10/07	<u>Application</u> : Sephora Case	CPD: Case questions Case Assignment #5 must be uploaded on Canvas by 9:00am
	Fri 10/09	<u>FINAL EXAM (10am – 12pm)</u>	

- MME is the document “Marketing Math Essentials” posted on Canvas
- CPQ is the document “Case Preparation Questions” document posted on Canvas
- Final exam review sessions will take place once each day, October 5<sup>th</sup> – 8<sup>th</sup>, prior to the final on Friday October 9<sup>th</sup>. Times and locations TBA.

## **CASE DISCUSSION QUESTIONS**

A set of questions related to each of the 5 cases that will be used in the course, have been uploaded onto Canvas. Answers to these questions are due at 9:00am on the day the case will be discussed. The answers should be short and direct. We are looking for case memos that are NO LONGER than 2 pages in length, 12 point font, 1.5 line spacing.

Although the memos should be short, come to class prepared to discuss the analyses that you used to answer these questions in detail. Many of these questions will include a quantitative analysis of the problem facing the decision-maker in the case. It is important that each student works on these questions and submits their answers based on their independent work before talking to others on your learning team about it. Each student is responsible, in-class, to be prepared to address these and other questions.

## MKTG 611 ETHICS MATRIX

Ethics Matrix	MKTG 611
<b>Case Discussions and Questions</b>	
Working with Learning Team	No
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
<b>Final Examination</b>	
Study with Learning Team	Yes
Study with Other Classmates	
Discussing with Other Classmates	
Using a Formula Sheet / Note Sheet during the exam	
Using Material from External Sources* (e.g., reports, articles, books, online research, etc.)	
Consulting Textbook / Class Notes	