



MKTG 611- Marketing Management

The Wharton School, University of Pennsylvania
Fall 2016

Faculty: Professor Jason Riis <jriis@wharton.upenn.edu>

Course homepage: <https://canvas.upenn.edu/courses/1328903>

Please note: Since this is such a short course, some assignments will have to be completed before our first meeting. (Details on page 5.)

INTRODUCTION

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

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

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. **Brands.** How to position and re-position a brand. How to measure and leverage brand equity.
3. **Pricing.** How to set prices that reflect and capitalize on underlying value to the customer, and thereby capture 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 promotions.** How to create effective content, develop integrated marketing and promotion 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 (case studies).

- Improve your *group problem-solving* and *communication* skills (assignments and discussions).
- Make cross-functional connections between marketing and other areas of business.

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

The course homepage on Canvas is: <https://canvas.upenn.edu/courses/1328903>

That Canvas page will be used extensively for communication and for distribution of documents (e.g., assignment instructions, practice problems, exam details, lecture slides, etc.).

The required reading for the course consists of a) the five cases that we will discuss (available on study.net via the course Canvas page), and b) the Marketing Primer which is available on the course Canvas page.

There is no required textbook. If you are interested in additional background reading, I recommend one of the optional books, below. But you will not need either of them to successfully complete the assignments or exam.

1. Kotler and Keller (2015), Marketing Management, 15th Edition. (*Used copies of the 14th edition will be just as useful and are available on Amazon for ~\$25*)
2. Chernev (2014), Strategic Marketing Management, 8th Edition. (*Used copies of the 7th edition will be just as useful and are available on Amazon for ~\$25*)

LEARNING SUPPORT

TA Support and Review Sessions

Lucas Paul (lucpaul@wharton.upenn.edu) is the teaching assistant (TA) for this course. He will be available to review lecture and case topics. He will also help with some grading.

There will be two virtual sessions in which we review class material and optional mini-cases (emphasizing quantitative methods). Instructions for accessing the review session will be provided via Canvas and email. Timing of these virtual sessions is as follows:

1. Thursday, September 22, 2016, 7:00 pm PT
2. Thursday, October 6, 2016, 7:00 pm PT

Practice Exam and Exam Review Session

A practice exam will be posted on Canvas. A virtual review session will be hosted by Professor Riis before the exam to discuss any questions that you may have. The review session will be held on:

- Tuesday, October 11, 2016, 7:00 pm PT

ASSESSMENT

The components for the final course grade and their relative weightings are:

Class participation and attendance	15%
Four short case assignments (individual)	15%
American Well DTC group assignment	20%
<u>Final examination</u>	<u>50%</u>
<i>Total</i>	<i>100%</i>

Class Participation and Attendance (15%)

Constructive participation in lectures and case discussions builds on the discussion flow at the time (a good participant is a good listener). Better comments will be based on analysis rather than mere opinion.

For case discussions, be prepared to discuss your assignment answers, as well as reactions to other key case issues. For lecture sessions, you can use the Marketing Primer as a guide to the basic issues that will be discussed. Feel free to address gaps and offer insights as appropriate in class.

Attendance is required for every class session; however, I recognize that some of you may occasionally have pressing work engagements. If you are unable to attend, please email me in advance of the relevant session. Two or more unexcused absences will result in a grade of zero for class participation and attendance.

Four Short Case Assignments (15% total)

Individual short case assignments are to be completed in preparation for in-class case discussions (Crescent Pure, Altius Golf, Atlantic Computer, and Sephora Direct). These must be uploaded on Canvas by 9:00am PT on the day of the case discussion. You may discuss the assignment with others, but the assignment must be submitted (i.e., uploaded) individually and is expected to reflect your own thought. The assignments have the same format as the final exam, so you can use each assignment as exam preparation. Specific instructions will be posted on Canvas.

American Well DTC Group Assignment (20%)

The group assignment will be completed in your teams. Each team will submit one assignment and each team member will be assigned the same grade. Assignments must be uploaded on Canvas by 9:00am PT on the due date. Specific instructions will be posted on Canvas.

Final Examination (50%)

The in-class exam is scheduled for Saturday, October 15, 2016, at Wharton SF. You will be allowed to use a “cheat sheet”. Details about the exam will be discussed in class.

Grades will be posted online. If you would like us to re-evaluate the score on your final due to an error in calculating your score or if you believe there is a significant mistake in grading, please contact me by email within 1 week after the exam scores are posted. Requests after that point will not be considered. In your request, please explain your reasons in detail. Please do not forget to include your Penn ID number with your request.

- a. Calculation errors will be corrected immediately.
- b. If you are challenging the points you receive for a given answer, I will examine your explanation for why you believe you deserve a higher score, and if it is reasonable, will 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

Please do not use any outside information when preparing assignments (unless instructed otherwise). Outside sources of information include the library, the mass media, the Internet, and any people outside of your learning team. The case documents are designed to be self-contained for exercise purposes. It is not my intention to burden you with additional background research, so to be as clear as possible about that intention, I am saying that such background research is “not allowed” in your assignment reports. Just work with the case facts.

COURSE SCHEDULE

The course sessions alternate between case discussions to motivate the basic issues and interactive lectures which generalize ideas and frameworks.

Date	Topics	Readings and assignments**
Friday, September 16	<ol style="list-style-type: none"> 1. Crescent Pure 2. Course introduction 	Marketing Primer & Crescent Pure individual assignment (due 9:00am PT)
Saturday, September 17	<ol style="list-style-type: none"> 1. Altius Golf 2. Branding, Distribution 	Altius Golf individual assignment (due 9:00am PT)
<i>Thursday, September 22</i>	<i>Optional review session (7pm PT)</i>	<i>Optional mini-case will be posted on Canvas</i>
Friday, September 30	<ol style="list-style-type: none"> 1. Atlantic Computer 2. Pricing, B2B, CLV 	Atlantic Computer individual assignment (due 9:00am PT)
Saturday, October 1	<ol style="list-style-type: none"> 1. Sephora Direct 2. Promotion, Retail 	Sephora Direct individual assignment (due 9:00am PT)
<i>Thursday, October 6</i>	<i>Optional review session (7pm PT)</i>	<i>Optional mini-case will be posted on Canvas</i>
<i>Tuesday, October 11</i>	<i>Optional review session (7pm PT)</i>	<i>Optional miini-case and practice exam will be posted on Canvas</i>
Friday, October 14	<ol style="list-style-type: none"> 1. American Well DTC 2. Conclusion 	American Well DTC group assignment (due 9:00am PT)
Saturday, October 15	<ol style="list-style-type: none"> 1. Exam (3 hours) 	

****Please note:** Since this is such a short course, the reading and assignment for September 16 will have to be completed before our first session. (The second assignment is due before our second session on September 17.)

MKTG 611 ETHICS MATRIX

This matrix summarizes what you are and are not allowed to do with respect to course assignments and the exam.

Short Individual Case Assignments	
Working with Learning Team	Yes
Working with Other Classmates	Yes
Discussing with Other Classmates	Yes
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
Group Assignment	
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
Exam	
Study with Learning Team	Yes
Study with Other Classmates	Yes
Discussing with Anyone on exam day	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
Consulting Course Materials (notes, slides, primer, cases)	No
Using a Formula Sheet / Note Sheet during the exam	Yes