

INSTRUCTOR

Professor Christophe Van den Bulte
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OFFICE HOURS – 759 JMHH

TU 5:15PM - 7:00PM Except 4/18: 6:00PM – 7:00PM
FR 1:30PM - 3:30PM Except 3/17: 10:00AM – 12:00PM; 4/14: No office hours

COURSE OBJECTIVES

Providing conceptual frameworks, ideas, and analytical tools for *tackling the main marketing challenges at each stage of the Product Life Cycle*—Introduction, Growth, Maturity, and Decline.

Helping you build knowledge and skills in how to ...

- Gain customer insights and Assess sales potential prior to launch
- Launch and Grow products and services
- Squeeze a higher ROI out of your marketing spend once growth stalls
- Compete profitably in mature markets (not the same as beating up your competitors)
- Market in a declining category/industry

LEARNING METHODS

The course uses (a) lectures and readings, (b) case discussions, (c) small assignments, and (d) a small computer simulation exercise.

Cases give you the opportunity to hone your skills in framing issues and tackling them with only imperfect information at hand, taking into account the specifics of a particular industry/market at a particular stage of development.

Assignments and exercises give the opportunity to develop your skills in marketing analytics.

COURSE MATERIALS

All materials are available through the course Canvas site. Materials include (1) Study.Net course pack with cases and readings, (2) Penn Library Course Reserves readings, (3) slide decks, (4) spreadsheets.

ASSIGNMENTS AND EXAM

1. Five mini-polls and mini-assignments in preparation for class discussion.
2. A small simulation exercise, to be completed individually (30-40 mins).
3. Take-home exam, to be completed in 2 hrs within a 24 hr window
Date TBD; probably May 1-2; definitely not later than first few days of exam period.

GRADING

Exam (Take-Home)	60%
Mini-polls and assignments	25%
Simulation	5%
Contribution to class discussion	10%

I will grade contribution to class discussion: Did you say/ask something valuable rather than vacuous? I will not grade attendance, except if I cold-call and you are not there to contribute.

Violation of concert rules 2-4 listed below will depress your grade well beyond the weight given to contribution to class discussion.

CLASSROOM EXPECTATIONS – CONCERT RULES

- Class starts and ends on time
- Late entry during class only with permission in advance
- Early exit during class only with permission in advance or for health reasons
- Phones, laptops and other electronic devices turned off
- Sit according to the seating chart [may change over the term]
- Name tents displayed

If you cannot abide by rules 2-4 on any day, for any reason not sanctioned by University policy, do not bother showing up to class that day. This will make all of us happier: You will indulge in a pursuit you deem more worthwhile than attending class, your fellow students will not be distracted, and your instructor will not be offended. A win-win-win.

If you have documentable special circumstances that require you to use an electronic device in class, you may petition the MBA Program Office to work with me to find a resolution. The MBA Program Office will require documentation of your special circumstance.

COURSE OUTLINE (*assignments in italics*)*

1. Mar. 14 Snow Day
2. Mar. 16 Course introduction
Case: Tesla Motors
3. Mar. 21 Pre-launch decisions I: Gaining customer insights for new products/services
Read: Analyzing Consumer Preferences
4. Mar. 23 Pre-launch decisions II: Sizing up the opportunity
Case: The Medicines Company ♦
Read: Want to know how diffusion speed varies across countries and products?
5. Mar. 28 Growth decisions I: Leveraging word of mouth and social media
Mini-poll: Who to target? ♦
Skim: How Social Networks and Opinion Leaders Affect the Adoption ...
6. Mar. 30 Growth decisions II: Clarifying branding, positioning and targeting
Case: L'Oréal Plénitude
7. Apr. 4 Marketing analytics I: Smarter pricing & spending decisions - Basics
Case: Georgia Aquarium ♦
8. Apr. 6 Marketing analytics II: Smarter pricing & spending decisions - Dynamics
Case: Oranzada Pom! ♦
Read after class: Sales-force Decision Models: Insights from 25 Years of Implementation
9. Apr. 11 Marketing analytics III: Smarter pricing & targeting decisions
Video: What Can Conjoint Analysis Do for You?
Case: Montclair Video (no prep questions)
10. Apr. 13 Handling the competition I: Proactive defense – Building barriers to entry
Case: Xerox in 1973
Read: Gateways to Entry
11. Apr. 18 Handling the competition II: Reactive defense – MarketSpace exercise
Simulation exercise ♦
Read after class: Theory and Application of Defensive Strategy
12. Apr. 20 Handling the competition III: Localized engagement & Fighting brands
Case: Altius Golf
Mini-poll: Is the proposed strategy sound? ♦
Read: Should You Launch a Fighter Brand?

* *Details, incl. case prep questions and exact deadlines, described on Canvas*

♦ *Due in advance of class*