MKTG 611- Marketing Management
The Wharton School, University of Pennsylvania
Fall 2017

Faculty: Professor Jason Riis | jriis@wharton.upenn.edu | Mobile: 917-621-5976
Course homepage: https://canvas.upenn.edu/courses/1371097

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).

- 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/1371097*

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

The required reading for the course consists of a) the seven cases that we will discuss (available on study.net via the course Canvas page), and b) selected chapters from Alex Chernev's concise textbook, Strategic Marketing Management, 8th Edition.

LEARNING SUPPORT

TA Support and Review Sessions

Jamie Warlick (jabow@wharton.upenn.edu) is the teaching assistant 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 exercises (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. Tuesday, September 5, 2017, 7:00 pm PT
2. Tuesday, September 26, 2017, 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 10, 2017, 7:00 pm PT

ASSESSMENT

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

Quizzes (3 @ 15% each)	45%
Final examination	55%
Total	*100%*

Class Participation and Attendance (expected, but not graded)

Class participation during case discussions provides an opportunity for students to push their ideas, and to develop their ability to think, "on the fly", about marketing concepts and marketing problems.

While there is no formal grade for participation, there could be penalties for unexcused absences and disruptions (e.g., late arrival, distracting device usage, consistently off-topic comments).

For case discussions, be prepared to discuss answers to the discussion question, as well as reactions to other key case issues. For lecture sessions feel free to address gaps and offer insights as appropriate

I do plan to do occasional "cold calls". These will always be done in a friendly manner.

Constructive participation in 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.

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.

Quizzes (45%)

There will be a short quiz on each of our three Friday sessions. The quiz will take place during the final 20 minutes of our first session on each of those Fridays.

These quizzes will be based on the assigned cases, practice exercises, and textbook readings for that particular weekend. The quiz questions based on the textbook and cases will be multiple choice. They should be fairly easy to get correct if you do the required reading. A preparation packet will be available for each session so you can make sure you are focusing on the right issues. The quizzes will also include some quantitative problems, and the preparation packet will give you some opportunities to practice.

Final Examination (55%)

The in-class exam is scheduled for Friday, October 13, 2017, at Wharton SF. Details about the exam will be discussed in class, but it will be a combination of quantitative problems and conceptual questions requiring qualitative analysis.

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 cannot 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 for the case discussions (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". Just work with the case facts.

COURSE SCHEDULE

Each weekend will start with an introductory lecture which briefly reviews and elaborates on the material from the assigned textbook readings. At the end of those introductory lectures (each Friday), there will be a quiz. The rest of the sessions each weekend will consist of a series of case discussions, where we can explore key marketing decisions in a real context.

Note that there is a quiz on our first Friday meeting, so please do the assigned readings in advance (chapters and cases), and look through the preparation packet. Material from optional chapters will not be on the quiz, though it will be useful for case discussions.

The CEO of RubiconMD, Gil Addo, will be our guest on September 9th. Gil will listen to our discussion of the case, and then offer his reflections on our analyses of the decisions outlined in the case.

#	Date	Topic	Readings
1	Friday 8/25	Strategy, Products, Brands *(Quiz during final 20 minutes)*	Required: Chernev: 4, 6, 8, 9 *(Optional: Chernev 1-3, 5, 16, 17)*
2	Friday 8/25	Red Lobster	Case: required for quiz & discussion
3	Saturday 8/26	Unilever in Brazil 1997–2007: Marketing strategies for low income consumers	Case: required for quiz & discussion
4	Saturday 8/26	Propecia: Helping make hair loss history	Case: required for quiz & discussion
	Tuesday 9/5	Optional review session (7pm PT)	Optional exercise posted on Canvas
5	Friday 9/8	Distribution, Pricing *(Quiz during final 20 minutes)*	Required: Chernev 7,10,13,15, p.226 *(Optional: Chernev 14)*
6	Friday 9/8	Aqualiza Quartz: Simply a better shower	Case: required for quiz & discussion
7	Saturday 9/9	Pricing the Epipen: This is going to sting	Case: required for quiz & discussion
8	Saturday 9/9	RubiconMD Inc. (live, CEO Gil Addo)	Case: required for quiz & discussion
	Tuesday 9/26	Optional review session (7pm PT)	Optional exercise posted on Canvas
9	Friday 9/29	Incentives, Communication *(Quiz during final 20 minutes)*	Required: Chernev 11, 12
10	Friday 9/29	Sephora Direct: Investing in social media, video, and mobile	Case: required for quiz & discussion
	Tuesday 10/10	Optional review session (7pm PT)	Optional exercise posted on Canvas
11	Friday 10/13	Exam	

MKTG 611 ETHICS MATRIX

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

Preparation for Quizzes	
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.)	Yes but not expected
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	No