

INSTRUCTOR

Professor Christophe Van den Bulte
vdbulte@wharton.upenn.edu

OFFICE HOURS – 759 JMHH

TU 5:15PM - 6:30PM
FR 10:30AM - 12:00PM

I am teaching 15hrs/week in Q4, and am sorry if these times inconvenience you. Feel free to reach out by email to schedule an appointment at another time.

COURSE OBJECTIVES

Providing conceptual frameworks, ideas, and analytical tools for tackling the main marketing challenges at each stage of product and market evolution—Introduction, Growth, Maturity, and Decline.

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

- Gain customer insights & Assess sales potential prior to launch
- Launch & 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)
- Use analytics to make better marketing decisions

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. Mini-polls and 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; May 6.

GRADING

| | |
|-----------------------------------|-----|
| Exam (Take-Home; May 6) | 55% |
| Mini-polls and assignments | 21% |
| Simulation | 5% |
| Contribution to class discussion* | 19% |

* Specifically, did you contribute a comment or question that is valuable rather than vacuous?
Attendance is not graded, except if you are not there to contribute when cold-called.

Violation of concert rules 2-4 listed below will depress your grade beyond the weight given to contribution to class discussion: -5% per violation of #2-3; -20% per violation of #4.

CLASSROOM EXPECTATIONS – CONCERT RULES

1. Class starts and ends on time
2. Late entry or re-entry during class only with permission by instructor
3. Early exit during class only with permission by instructor or for documented health reason
4. Phones, laptops and other electronic devices turned off, unless stated otherwise
5. Sit according to the seating chart
6. Name tents displayed

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

If you petition MBAPO for other exemptions, I recommend that you check that MBAPO processes your petition. If your petition was submitted but left unprocessed, feel free to contact me directly.

COURSE OUTLINE (*assignments in italics*)*

1. Mar. 19 Course introduction
Cases: Tesla Motors; The Honda Effect
2. Mar. 21 Pre-launch decisions I: Gaining customer insights for new products/services
Read: Analyzing Consumer Preferences
3. Mar. 26 Pre-launch decisions II: Using conjoint analysis in decision making
Video: What Can Conjoint Analysis Do for You?
Case: Montclair Video (no prep questions)
4. Mar. 28 Pre-launch decisions III: Sizing up the opportunity
Case: The Medicines Company ♦
Read: Want to know how diffusion speed varies across countries and products?
5. Apr. 2 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. Apr. 4 Growth decisions II: Clarifying branding, positioning and targeting
Case: L'Oréal Plénitude
7. Apr. 9 Growth decisions III: Value migration
Read: Make Sure Your Customers Keep Coming Back
8. Apr. 11 Marketing mix analytics I: Smarter pricing & spending decisions - Basics
Case: Georgia Aquarium ♦
9. Apr. 16 Marketing mix analytics II: Smarter pricing & spending decisions - Dynamics
Case: Oranzada Pom! ♦
Read after class: Sales-force Decision Models: Insights from 25 Years of Implementation
10. Apr. 18 Handling the competition I: Proactive defense – Building barriers to entry
Case: Xerox in 1973
Read: Gateways to Entry
11. Apr. 23 Handling the competition II: Reactive defense – MarketSpace exercise
Simulation exercise ♦
Read after class: Theory and Application of Defensive Strategy
12. Apr. 25 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, provided on Canvas*

♦ *Due in advance of class*