

Department of Marketing  
The Wharton School  
University of Pennsylvania

## **MARKETING 101: Introduction to Marketing**

Summer 2019

Professor: Yonat Zwebner, Ph.D.

Office hours: By appointment

Classes will be held Tuesdays and Thursdays, 1:15pm-5:05pm

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### **Course Objective**

People often think that marketing is just *advertising* — a highly visible activity by which organizations try to persuade customers to buy products and services. However, marketing is much more than advertising. Even the most skillful marketer cannot make customers buy things they do not want. Rather, marketing involves: (1) identifying customer needs, (2) satisfying these needs with the right offering, (3) assuring availability to customers through the best distribution channels and platforms, (4) using promotional activities to build awareness and motivate purchase, and (5) choosing a suitable price to boost the firm's profitability while also maintaining customer satisfaction.

These decisions – product, distribution, promotion, and price – comprise the *marketing mix*. These tactics flow from a rigorous analysis of the company, customers, competitors, collaborators, and overall business context. These are the key activities of marketing management, and they are crucial to the success of a business. Failure to find the right combination of the “mix” may result in product or service failure. In turn, that means loss of revenue, loss of jobs, and economic inefficiency.

The objective of this course is to introduce students to the concepts, analyses, and activities that comprise marketing management and to provide practice in assessing and solving marketing problems. The course is also a foundation for advanced electives in marketing as well as other business/social science disciplines.

### **Classes**

Topics for each session of the course are identified on the course schedule. Each session, Professor Zwebner will give a broad lecture that will provide an overview of the relevant topic and facilitate an active discussion. It is important that you do the assigned readings *in advance* of the lecture, since that session will build on the text. The lecture will NOT be a reiteration of the reading. Rather, it will go well beyond the book in breadth and depth of content as well as industry applications.

Several sessions will discuss a carefully planned case study. The quality of your participation in discussions of case studies is an important part of the learning process in this course and an important

element of your final grade, so you should carefully read the assigned materials in preparation. A few sessions will be devoted to the marketing simulation and will include active engagement in the game as well as class discussions.

Attendance is required at all scheduled class sessions and the examinations. All students, whether taking the course pass-fail or not, must complete all homework, simulation-related work, market research requirement, and examinations in order to pass the course.

### **Academic Integrity**

In order to ensure fairness, students suspected of cheating will be referred to the Office of Student Conduct. The Office of Student Conduct will determine if there was cheating and if so, what punishment will be administered. There are no exceptions to this policy under any circumstances. Please familiarize yourselves with the University Code of Academic Integrity:

[http://www.upenn.edu/academicintegrity/ai\\_codeofacademicintegrity.html](http://www.upenn.edu/academicintegrity/ai_codeofacademicintegrity.html)

### **Course Policy Regarding Drop or Withdrawal from Class**

The formation of teams of students in the marketing simulation is a crucial component of the Marketing 101 class. Students enrolled in Marketing 101 may drop the course up until the time the teams for the market simulation are formed. After that time, any student electing to drop the course will receive a W (withdraw) on their transcript, even though it will likely occur before the University drop deadline. Students will be notified of the exact deadline to drop the course during the class.

### **Exams**

There will be two exams. Everything discussed in class and in the assigned readings/additional materials may appear on the exams.

No requests to retake the exams will be granted.

Exams will be kept on file for one semester following the course. Students who would like to view their exams will be able to do so in the marketing department.

### **Class Participation, Case Preparation and Attendance**

Class attendance and participation is mandatory to do well in this class. You are expected to come to each session prepared to discuss the current case/topic and meaningfully participate in class exercises. Participation and attendance will count as 15% of your grade.

### **Marketing Simulation**

You will participate in a customer centricity simulation exercise, in which teams of students will compete in simulated markets. Specific details about the simulation will be communicated during the semester. You will be evaluated on your team's performance in the game (5%) and a class presentation (20%). Thus, the team grades for the simulation will count as a total of 25% of your grade. You will have the opportunity to evaluate your teammates.

### **Technology Policy**

No computers, tablets, phones, or other electronic devices are permitted in class.

## Grading

Your grade will be calculated in the following manner:

Exam 1	25%
Simulation Performance/Presentation	25%
Attendance/Class Participation/ Case Participation	15%
Exam 2	35%
Total	<hr/> 100%

The final averages will be distributed in the following manner:

<u>Grade</u>	<u>Cutoff</u>
A+	97-100%
A	92-96.99%
A-	90-91.99%
B+	87-89.99%
B	83-86.99%
B-	80-82.99%
C+	77-79.99%
C	73-76.99%
C-	70-72.99%
D	60-69.99%
F	0-59.99%

## Course Materials

**Textbook:** *Strategic Marketing Management, 9th edition* by Alexander Chernev.

-Case readings are available on Study.net or Canvas. Additional readings will be posted on Canvas.

-Lecture slides will NOT be distributed prior to class but will be made available for download after the conclusion of class. They can be found on Canvas.

## Marketing 101 Canvas room

There will be a Canvas site set up for this course. Copies of the lecture slides, and other materials relevant for the course will be made available there. To access the Canvas for Marketing 101, go to [canvas.upenn.edu](https://canvas.upenn.edu)

## Market Research Requirement

*In order to receive a grade in Marketing 101*, you are **required** to participate in a market research project. There are two alternative ways to participate. The *first* is to participate in at least **one** marketing

research study in the Wharton Behavioral Lab (<http://bhlab.wharton.upenn.edu>). There are two goals motivating this requirement. The first goal is to provide the students with first-hand experience in marketing research. Simply participating in the market research process can be instructive. Another goal is that your participation in academic research projects will help Wharton Marketing faculty continue to develop state-of-the-art marketing thought, which is ultimately brought back to the classroom. The *second* way to fulfill this requirement is to write a 10-page paper on a market research topic of your choice, but the professor must approve the topic.

### **Notes on Case Preparation**

The case situations that will be discussed have been developed by careful research on actual situations in real companies. The case writer has attempted to describe enough of the background and details of the situation in order to give an understanding that provides an adequate basis for class discussion.

Thorough preparation on the part of all class participants is essential to having a good class discussion. Reading the case is not enough. After an initial reading to get the broad pattern, go back and study the case thoroughly, developing your understanding of the problems confronting the individuals in the case. Make any notes you find helpful and mark up the case to facilitate structuring your understanding of the situation. Identify the major problems and key relationships. Conceive alternative solutions to the problem and identify the advantages and disadvantages of each.

Do not be surprised if you feel that the case lacks some facts that you would like to have to make possible a better decision. Management decisions frequently must be made on the basis of only these facts which are on hand at the time the decision must be made, and frequently these facts are not as complete as might be desired. Remember that the ability to make effective decisions without all of the facts is an essential executive skill.

Don't look for "the subject" of a case or expect to get "the answer" in class. Business situations are complex and frequently involve a series of interrelated problems. Likewise, there are usually a number of alternative possible solutions, each involving different degrees of risk, cost, and simplicity of execution. The opportunity to see the variety of ideas expressed by your colleagues, and to be exposed to the challenge of defending your ideas in the face of questions they may ask, provides the major part of the benefit from case discussions.

Remember that the effectiveness of the case discussion is proportional to the thoroughness of preparations by the members of the class.

## Schedule

The schedule below is an estimation and subject to change.

Session	Date	Lecture	Textbook Readings	Case study \ Other
1	7/9/2019	Marketing Introduction Customer Behavior A	Chap 1- 3, 6	
2	7/11/2019	Customer Behavior B CLV	Chap 5, 15	
3	7/16/2019	Segmentation, Targeting, Positioning (STP)	Chap 4, 18, 20	Case Study
4	7/18/2019	Branding	Chap 9, 14, 17	
5	7/23/2019	Exam 1 Place/Retail	Chap 7, 13	<b>Exam 1</b>
6	7/25/2019	Price Simulation Introduction	Chap 10 Simulation Manual	Case Study
7	7/30/2019	Simulation		
8	8/1/2019	Simulation		
9	8/6/2019	Promotion	Chap11-12	<b>Simulation presentations</b>
10	8/8/2019	Exam 2 Guest Speaker	11, 12	<b>Exam 2</b>

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