

Department of Marketing
The Wharton School
University of Pennsylvania

**MARKETING 101:
Introduction to Marketing**

Fall 2019

Keith E. Niedermeier, Ph.D.

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 marketing communications 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 week of the course are identified on the course schedule. Each week, Professor Niedermeier will give a broad lecture that will provide an overview of the relevant topic. 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.

Your TAs will meet each week with the professor to create relevant recitation experiences. Each recitation section is either a case study or a session devoted to understanding the marketing simulation we will be using in the course. The quality of your participation in recitation discussions 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.

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 academic dishonesty 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. Please familiarize yourselves with the University Code of Academic Integrity:

<https://catalog.upenn.edu/pennbook/code-of-academic-integrity/>

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 (usually during the third or fourth week of classes). 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 deadline for course drops without penalty on transcript.

Exams

There will be one midterm and one final examination. Everything discussed in class and in the assigned readings/additional materials may appear on the exams.

The final exam is scheduled by the University Registrar. We strictly adhere to the registrar's rules for scheduled exams found here:

http://www.upenn.edu/registrar/pdf_main/provost-rules.pdf

Do not take the course unless you can sit for the exam indicated on the assignment schedule handed out on the first day of class.

No requests to retake the final exam outside of the Provost's rules will be granted.

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

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 recitation period prepared to discuss the current case/topic and meaningfully participate in class exercises. Your TA tracks your participation/attendance each and every session and carefully issues grades based on your net-contribution to the class across the entire semester. Your TA may require specific deliverables. Participation and attendance will count as 15% of your grade.

Marketing Simulation

You will participate in a customer centricity marketing 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 during lecture or recitation.

Grading

Your grade will be calculated in the following manner:

| | |
|---|-------------|
| Midterm exam | 25% |
| Simulation Performance/Presentation | 25% |
| Attendance/Class Participation/Case Participation | 15% |
| Final Exam | 35% |
| Total | <u>100%</u> |

The final grades will be assigned 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

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

Additional readings and materials will be posted on Canvas weekly

Case readings are available on Study.net

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

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.

Notice

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| Week | Lecture | Topic | Textbook Readings | Tuesday Recitation | Thursday Recitation | Recitation Topic |
|---|--|--------------------------------------|-------------------|---|--|--|
| 1 | | | | 8/27/19 | 08/29/19 | Introduction |
| 2 | 09/2/19 | No Lecture – Labor Day | | 09/3/19 | 09/5/19 | Marketing Ethics |
| 3 | 09/9/19 | Intro to Marketing | Ch 1-3, 6 | 09/10/19 | 09/12/19 | Case Prep and Marketing Math |
| 4 | 09/16/19 | Customer Behavior | Ch 5, 15 | 09/17/19 | 09/19/19 | Starbucks Case |
| 5 | 09/23/19 | Segmentation (STP) | Ch 4, 18, 20 | 09/24/19 | 09/26/19 | Sony Case |
| 6 | 09/30/19 | Brand Strategy and Equity | | 10/01/19 | 10/03/19 | Rosewood Hotels Case |
| 7 | 10/07/19 | Midterm 6-8pm No Lecture | | 10/08/19 | 10/10/19 **No class Fall Break** | Aqualisa Case (Thursday class will discuss this case on 11/20) |
| Monday October 7, 2019 - Last day to drop class. | | | | | | |
| 8 | 10/14/19 | Customer Centricity Simulation Intro | | 10/15/19 No class meeting - Simulation | 10/17/19 No class meeting - Simulation | |
| 9 | 10/21/19 No Class Meeting – Customer Centricity Simulation | | | 10/22/19 No class meeting | 10/24/19 No class meeting | |
| 10 | 10/28/19 | Brand Management and Tactics | Ch 9, 14, 17 | 10/29/19 | 10/31/19 | Black and Decker Case |
| 11 | 11/4/19 | Price | Ch 10 | 11/05/19 | 11/07/19 | CMI Case |
| 12 | 11/11/19 | Product Life Cycle | Ch 8, 16 | 11/12/19 | 11/14/19 | Simulation presentations |
| 13 | 11/18/19 | Collaborators - Intermediaries | Ch 7, 13 | 11/19/19 | 11/21/19 | Zara Case |
| 14 | 11/25/19 | Collaborators - Place | | 11/26/19 **Thursday Schedule on Tuesday** | 11/28/19 **No Class-Thanksgiving** | Aqualisa Case |
| 15 | 12/02/19 | Promotion | Ch 11-12 | 12/03/19 | 12/05/19 | BBVA Case |
| 16 | 12/9/19 | Marketing Insights | | | | |
| Final Exam: Tuesday, December 17, 6-8pm | | | | | | |