MKTG 6110

Marketing Management

Objectives

From large Fortune 500 companies to small startups, growing (and maintaining) a business requires understanding your customers. This course provides an introduction to modern marketing, including how to create and deliver value to customers (and capture that value for companies)

Description

You will learn:

1. **Segmentation, Targeting, and Positioning**. How to generate product/market fit by understanding and analyzing customer behavior, identifying market gaps, and crafting the right offering for the right market segment.
2. **Branding**. How to build a brand, measure brand equity, and capitalize on brand value.
3. **Go to Market Strategy**. The role of channels, channel partners (e.g., distributors or retailers), and other intermediaries in delivering products, services and information to customers.
4. **Marketing Communications**. How to generate awareness and encourage consideration and purchase.
5. **Pricing**. How to set prices that capitalize on value to customer and capture value for the firm.

In addition, the course also helps you develop the following skills:

- Making and defending marketing decisions in the context of real-world problem situations with incomplete information (case studies).
- Improving group problem-solving and written communication skills.
- Making cross-functional connections between marketing and other business areas.

The skills you acquire will be useful regardless of industry or geography.

Course Materials

Cases are available through Study.Net on canvas.

Canvas will be used as the source for additional readings, case discussion questions, class handouts, and other materials including Analytic Foundations.

There is **no required text**. For those who would like a general marketing textbook *Strategic Marketing Management* and *Marketing Management* are two recommended texts.

These **optional** books were written by members of the marketing department and touch on various aspects of the course.

- Contagious: Why Things Catch On
- The Shopping Revolution
- Customer Centricity

Assessment / Grading
- Participation and micro-exercises   20%
- Case write-up (lower score)   20%
- Case write-up (higher score)   25%
- Final exam   35%

Participation and Exercises (20%)
Constructive participation is based on analysis rather than opinion and builds on the discussion flow (a good participant is also a good listener). Participation (in class and online in the canvas discussion forum) and the short exercises due on different days of class (see the last page of the syllabus) will account for 20% of the final grade. For those who cannot make a particular class, be sure to post articles in the Canvas Discussion section that apply what we have covered in class or provide updates on examples discussed as well as offer thoughtful comments.

The exercises are designed to help you further connect what you are learning in class to the world around you. They do not require a lot of time (15-30 min at most, though feel free to take longer) but will be used as a launching point for class discussion. Unless otherwise noted, responses should be around a half page, and no more than a full one (any formatting is fine). See instructions for each on canvas and you should turn in an individual written assignment for each exercise, on Canvas by midnight the night before it is due.

Case Write-Ups (45%)
Case write-ups provide experience: (1) defining marketing problems, performing appropriate analyses, and crafting marketing plans, (2) developing written communication skills, and (3) developing skills to work effectively and efficiently in teams.

Two case write-ups are graded:
Mountain Man Brewing (due: Sunday 9/17)
Cree, Inc (due: Sunday 10/1)
A single Word (.docx) or PDF file containing all text and exhibits should be uploaded to the assignment page **on Canvas by 11:59pm the night before we talk about it in class**. The files should be named Mountain_TeamXX.docx and Cree_TeamXX.docx with XX replaced by your cohort letter and team number (i.e., Mountain_A1.docx)

Final Exam (35%)
The exam is scheduled for Wednesday, October 11 and will be a timed 4-hour open-note take-home available via Canvas. You may choose your own start time, between 9am ET and 5pm ET, however you must upload your answer file within 4 hours of downloading the exam, and no later than 9pm ET. Excel spreadsheets may be used for calculation purposes but cannot be submitted. Any tables must be presented in Word or PDF and included as exhibits in the completed exam document. There is no word or length limit. Students **must work individually**.

Policy on Using Outside Sources of Information for Course Work
Do not use any outside information (e.g., Internet, library, AI Tools (e.g., ChatGPT) and, for group-based assignments, anyone outside of your learning team) when preparing for case discussions, producing written case analyses, completing the final exam, or any other graded exercise. To learn more about course topics you are obviously welcome to use outside sources to expand your knowledge.

Grade Disputes
If you believe there was a significant mistake in grading, contact your professor within 1 week after the grades are posted. Requests after 1 week will not be considered. In your request, please explain your reasons in detail and include your section number, Penn ID #, and – in the case of write-ups- your learning team, with your request.
- Calculation errors will be corrected immediately.
- If you are challenging the points you receive, your explanation will be examined, and if reasonable, the entire case write-up or exam regraded, not just the part you identified; therefore, your final score may go up, down, or remain the same

Learning Support
Teaching Assistants (TAs) are second-year MBA students who performed exceptionally well in MKTG 6110. They will be available to review course materials and concepts. You will be introduced to your cohort's TA on the first day of class and their contact information as well as details of their office hours will be included on Canvas.

Detailed Schedule

Day		Date	Topic	Preparation for Class
1	Mon.	Aug. 28	**Intro, Understanding Customers I** Marketing's role in the firm. Achieving product-market fit.	Marketing's Role Exercise
2	Wed.	Aug. 30	**Understanding Customers II** Customer decision making, customer journey, and customer lifetime value (CLV).	Segmentation Exercise **and** Customer Journey Exercise
3	Wed.	Sept. 6	**Case Preparation** Basic logic and tools for solving marketing cases.	Read Analytic Foundations **and** complete mini-cases Additional Optional Problems: https://cfapps21.wharton.upenn.edu/afmd/
4	Mon.	Sept. 11	**Case Discussion:** Unilever Brazil	Prepare the case based on case questions.
5	Wed.	Sept. 13	**Product (Branding)** Creating value through determining what you are selling, building brand equity	Branding Exercise
6	Mon	Sept. 18	**Case Write-Up and Discussion:** Mountain Man Brewing	Prepare the case based on case questions.
7	Wed.	Sept. 20	**Promotion (Communications)** Communicating value through different types of media	Communications Exercise
8	Mon	Sept. 25	**Place (Go-to-Market Strategy)** Delivering value and meeting customers	Go-to-Market Exercise
9	Wed.	Sept. 27	**Guest Speaker: Neil Blumenthal, Co-Founder and Co-CEO, Warby Parker**	Read this in advance
10	Mon.	Oct. 2	**Case Write-Up and Discussion:** Cree	Prepare the case based on case questions
11	Wed.	Oct. 4	**Pricing** Economic value to the customer, psychological aspects of pricing.	Pricing Exercise
12	Mon.	Oct. 9	**Moving Upstream**	ACCOR reading **and** Moving Upstream Exercise
	Wed.	Oct. 11	**Final Exam**	Review sessions announced in class