
MKTG 611

Marketing Management

Objectives

This course will help you understand how organizations benefit by creating and delivering superior value to their customers and other stakeholders. You will develop analytical skills, apply decision tools, and learn frameworks that will refine your approach to market analysis.

Description

You will learn how to make sound decisions relating to:

1. **Segmentation, Targeting, and Positioning.** How to assess market potential, understand and analyze customer behavior, and focus resources on specific customer segments and against specific competitors.
2. **Go to Market Strategy.** How to understand the role of channels, channel partners (e.g., distributors or retailers), and other intermediaries in delivering products, services and information to customers.
3. **Branding.** How to develop, measure, and capitalize on brand equity.
4. **Marketing Communications.** How to develop an effective mix of communication efforts.
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.

Fall 2020

Professor John McCoy

TAs:

9:00 - akshay@wharton...

10:30 - murphyem@wharton...

1:30 - merryx@wharton...

3:00 - kellyhsu@wharton...

Course Coordinator: Karen Ressler

email: resslerk@wharton.upenn.edu

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 exercises 15%
- Case write-up (lower score) 20%
- Case write-up (higher score) 25%
- Final exam 40%

Participation, Micro-Exercises & Surveys (15%)

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 answering short micro-exercises/surveys due on different days of class will account for 15% of the final grade. For those who cannot make 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 micro-exercises and surveys announced each week 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 minutes at most, though feel free to take longer if you find an exercise of interest) but will be used as a launching point for class discussion. Performance on participation, micro-exercises, and surveys will be used to determine any borderline cases for the final grade.

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: Wed 9/23/2020)

Cree, Inc (due: Wed 10/7/2020)

A single Word (.docx) or PDF file containing all text and exhibits should be uploaded to the assignment page **on Canvas by 8:00am on the day it is due.**

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 (40%)

The exam is scheduled for Friday, October 16, 2020 and will be a timed 4-hour open-note take-home available via Canvas. You may choose your own start time, between 10am ET and 6pm ET, however you must upload your answer file within 4 hours of downloading the exam, and no later than 10pm 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, 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 611. 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	Wed. Sep. 2	Segmenting, Targeting, and Positioning Marketing's role in the firm. How to segment a market and develop positioning.	
2	Wed. Sept. 9	Understanding Customers Understanding customer decision making, the customer journey, and customer lifetime value (CLV).	
3	Mon. Sept. 14	Analytic Foundations/Nano-cases Basic set of logic and math tools for making marketing decisions.	Read Analytic Foundations Additional Optional Problems: http://play.wharton.upenn.edu/mme
4	Wed. Sept. 16	Case Discussion: Unilever Brazil	Prepare the case based on case questions.
5	Mon. Sept. 21	Branding The importance of building brand equity and risks and benefits of brand extensions.	
6	Wed. Sept. 23	Case Write-Up and Discussion: Mountain Man Brewing	Prepare the case based on case questions.
7	Mon. Sept. 28	Go-to-Market Strategy How to design and coordinate distribution channels.	
8	Wed. Sept. 30	Guest Speaker: Neil Blumenthal, Co-Founder and Co-CEO, Warby Parker	Read this in advance
9	Mon. Oct. 5	Pricing Customers' willingness to pay (economic value to the customer) and psychological aspects of pricing.	
10	Wed. Oct. 7	Case Write-Up and Discussion: Cree	Prepare the case based on case questions
11	Mon. Oct. 12	ACCOR Case/Moving Upstream	Pre-class questions
12	Wed. Oct. 14	Marketing Communications Different communication channels and how to use them.	
	Fri. Oct. 16	Final Exam	Review sessions announced in class.