

August 6, 2022



MARKETING 1010: INTRODUCTION TO MARKETING

2022-2023

Faculty: **Fall – [Professor Cait Lambertson](#)**; [*Spring – [Professor Barbara Kahn](#)*]
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Virtual office hours: Tuesdays 10:30-1:30; also by appointment; <https://calendly.com/catlam/15min>
Course website: Canvas
Lectures: 001M 3:30-5:00 pm (classroom G06 – Huntsman Auditorium)
002M 5:15-6:45 pm (classroom G06 – Huntsman Auditorium)
Recitation location: See Canvas sites for each recitation
Head TA: Ms. Dola Halder (dola123@wharton.upenn.edu)
TA Office hours: Vary by TA – available on Canvas

Primary Text: Strategic Marketing Management, 7th-10th ed. acceptable, 10th ed. preferred
<https://www.amazon.com/Strategic-Marketing-Management-Framework-10th/dp/1936572591>

Cases: Available on Canvas's Study.net section.

Additional readings: In Canvas/files by lecture title/number.

COURSE DESCRIPTION

“The time has surely gone in which economists could analyze in great detail two individuals exchanging nuts for berries on the edge of the forest and then feel that their analysis of the process of exchange was complete, illuminating though this analysis may be in certain respects.”

— **Ronald H. Coase**

Ronald Coase, winner of the 1991 Nobel Prize in Economics and father of transaction cost theory, presents an argument for the dedicated study of marketing. No single model of wealth transfer or close analysis of isolated cases of exchange can help us understand the functioning of a market, either at micro or macro levels. Rather, the market presents us with a complex system – a set of interdependent entities that, when combined, yield outcomes that are more than a simple aggregation of individual acts.

As such, the study of marketing can be seen, yes, as an inquiry into the legacy of the world of Mad Men, Super Bowl advertisements, and brand management. Such phenomena certainly help us understand and shape the proverbial exchange of nuts and berries to which Coase refers. However, viewed more broadly, understanding marketing can provide us frameworks that can be fruitfully applied across any business disciplines, and by which thinking in other disciplines can be enriched.

In this course, we will explore marketing frameworks that can be used for precisely these purposes. Built around the 5 “C’s” and 4 “P’s,” the class provides an introductory survey of ideas, and challenges you to apply these ideas creatively to business problems.

The most outstanding students in the class will not only learn the marketing content presented, but will interrogate these ideas for their usefulness across domains, combine concepts with their own independent thinking in analyzing cases and current events, and emerge seeing the market in new ways. Even should they decide not to pursue marketing in the long-term, they will see the relevance of marketing concepts to their chosen field of study.

Further, success will be reflected in the extent to which students see ways to use marketing concepts to improve the well-being of others – not simply in the sense of corporate financial health, but also in the way that well-informed decision-making, ethics, and equity can be fostered through marketing activities.

At the end of the class, you should be prepared to conceptualize and make sound decisions pertaining 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. **Branding:** How to develop, measure and capitalize on brand equity in ways that create value.
3. **Pricing:** How to set prices that capitalize on value to customers and capture value for the firm.
4. **Go to Market Strategy:** How to understand the role of distributors, retailers and other intermediaries in delivering products, services and information to customers.
5. **Marketing communications.** How to develop an effective mix of marketing communication efforts.

In addition, the course will also help you to develop the following important skills:

- Make and defend marketing decisions in the context of real-world problem situations with incomplete information (case studies and simulation).
- Improve your skills in group problem-solving, written and oral communication.
- Make cross-functional connection between marketing and other business areas.

The skills you acquire will be useful regardless of industry.

Course Materials

Primary Text: *Strategic Marketing Management: The Framework* – 10th edition by Alexander Chernev, <https://www.amazon.com/Strategic-Marketing-Management-Framework-10th/dp/1936572591>

Optional Text: *The Shopping Revolution, Updated and Expanded: How Retailers Succeed in an Era of Endless Disruption Accelerated by COVID-19* by Barbara Kahn

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

- [Contagious: Why Things Catch On](#)
- [Global Brand Power: Leveraging Branding for Long-Term Growth](#)
- [Customer Centricity](#)

Cases for recitations are available on Canvas’s Study.net section

Additional readings will be placed in Canvas/files by lecture

COURSE WEBSITE

The course website is hosted on Canvas. You should access it prior to the beginning of the semester so that you are familiar with the layout and content. Make sure that your notification settings are such that you will be notified immediately of any new content or information made available throughout the semester.

Important features to check regularly on the Canvas website include (but are not limited to):

- the most current version of important course documents such as the syllabus
- announcements about lectures, recitations, assignments and grades,
- main lecture and recitation slides. **Please note, though, that the slides do not provide or convey the same level of detail as discussed in class and that some slides will not be posted.**

GRADING

6%: Lecture Attendance:

- 3 live lecture absences can occur without penalty
- This means that you are responsible for attending 10 lectures in person, *in person*. Each lecture attended in person earns .6% of your grade.

44%: Exams, composed of:

- 22%: Exam 1, taken during recitation sections, week of October 17th
- 22%: Exam 2, taken during last recitation session, week of December 5th
- Both exams will be multiple choice & true/false, timed for 75 minutes each, taken electronically, with one 4x6 notecard and calculator allowed.

25%: Recitation Preparation and Participation, composed of:

- 15%: Quality of participation, as described below.
- 10%: Online case preparation quizzes

15%: Team Pivot or Perish Simulation Performance and Presentation

10%: Keystone Brand Presentation (group)

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 REQUIREMENTS

LECTURE ATTENDANCE (6%)

Topics for each week of the course are identified on the schedule below. Each week, Monday's lecture will be given by the Professor or a guest speaker.

Aside from the first, recorded lecture, which should be watched in place of the Labor Day class and for which attendance credit is not given, you should attend all lectures.

Lectures after the first (recorded) lecture are as follows:

1. Lectures will begin promptly. **Please do not be late.**
2. To ensure accuracy in attendance credit, sign-in sheets will be distributed ten minutes after the beginning of class. You should sign and print your name legibly on these sign-in sheets and should also indicate your recitation section. **Signing someone else's name or asking someone else to sign your name violates class policy. If this occurs, the violation will be reported to the Dean's office in an official report. All involved will receive a zero for the entire attendance portion of the course.**
3. To accommodate variations in schedules, travel and potential illnesses, **you can miss up to 3 lectures.** If you miss a lecture, we strongly encourage you to watch the recorded lectures prior to your recitation so that you can participate fully. (You will not receive attendance credit for doing so, but you will be prepared for your recitation discussion.)
4. Students who attend 11, 12 or 13 lectures in full will receive extra credit points. Please see below under "Extra Credit."
5. Full attendance credit can be earned for absences associated with Penn-recognized religious observances (<https://chaplain.upenn.edu/worship/holidays/>) by notifying Head TA Dola Halder within the first two weeks of the semester, consistent with University Policy. Lectures must be watched within one week after the religious observance ends to receive full attendance credit.
6. Please **be respectful of your classmates and the professor**; avoid disruptive exits mid-class to the greatest extent possible.
7. Other in-class activities may involve **"fireside chats" with guest speakers or presentations by other Marketing professors.** This is your opportunity to connect with people who are working on the front-lines of marketing in some of the most cutting-edge companies and research programs in the world. **Their content will be tested on the exams.**

EXAMS (44%; 22% EACH)

Exam 1 will be taken electronically during your **recitation section during the week of October 17th.**

Exam 2 will be during your last recitation section, which is **during the week of December 5th.**

These exams will be subject to the Penn honor code. Any violations of the honor code will result in an immediate 0 on the exam, whether you are the information seeker or provider.

All students will be required to download the Respondus software in preparation for these exams. Instructions will be given during recitations. You will receive one point on your exam grade for doing so. If you have any concerns about this requirement, please contact your TA immediately.

Note: Exams will be administered only during the times noted on the syllabus and will be completed in-person (that is, there are no remote options). If an exam is missed without notification from a student's advisor prior to the exam or documented medical emergency, the score on the exam will be 0.

Exams not taken with the rest of the class due to approved absences will be taken during the University's exam re-take period, generally scheduled for early in the following semester. Until the exam is taken, the student will have an incomplete in the course.

Note that we do not have control over the timing of the make-up exams. It will be the student's responsibility to watch for these make-up exam dates and locations and to communicate with their TA about sitting for the exam. If the make-up exam is missed, the student will receive a score of zero.

Students who receive special accommodations for exams should contact Weingarten Learning Center at least two weeks prior to each exam to schedule their exams.

RECITATION CASE PREPARATION AND PARTICIPATION (25%)

Recitations are among the richest experiences you will have in Marketing 101, and depending on your participation, have deep formative potential. Your TAs are selected from Wharton's most elite MBA students. They will lead you in the analytic application of lecture ideas and activities, led by your own critical thinking, in ways that allow you to gain generalizable insight for complex business challenges.

Attendance is required at all scheduled recitation class sessions unless you have an officially reported medical excuse or have notified Head TA Dola Halder and your recitation TA of an officially recognized religious observance.

For each case:

1. Preparation (10%): There are a set of quiz questions posted in Canvas for each case. **You may complete these at any time before your recitation.** Since you'll discuss the case during your recitations, late quizzes are **simply not accepted. There are no exceptions to this rule. Please do not ask your TA, the Head TA, or your professor for exceptions.**
2. Participation (15%): Scores for each class will be earned as described below. Your participation grade will be the total of all of your class scores (including your extra credit points). A score of 100% on participation will be awarded if you received the equivalent of a "1" for every recitation. You can receive a participation grade of greater than 100% if you do the extra credit or if you make exceptional contributions to class.

-1: Participation is unrelated to lecture content, does not reflect a **careful** reading of the case, is unresponsive to or unduly dominant over other classmates' contributions, *or* does not further a constructive, professional discussion.

0: Participation is adequate, demonstrating that the case has been read at a sufficient level to answer basic factual questions, but does not engage with other students' contributions.

1: Participation reflects a reading of the case and engagement with classmates' contributions, as well as the ability to apply class material at a general level.

2: These *very* rare top grades will be reserved for students who not only demonstrate true mastery of case facts, but also *clearly and proactively* analyze the case using specific concepts from the lecture, textbook and readings, offering exceptional insight.

In cases when a recitation absence is excused, you are responsible for coordinating participation in the **Time Traveler Canvas Discussion board** for the week. This participation may involve posting articles in the Canvas Discussion that apply what we have covered in class or providing updates on examples discussed as well as offering thoughtful comments on others' insights. Coordinate this participation with your TA.

Extra Credit: There are two ways to earn extra credit in this course, and both ways will add points to your **recitation class total participation scores**.

The first way is to participate in the **Wharton Behavioral lab (WBL)** You can participate up to **3 times** for extra credit, but you can participate as many times as you'd like if you want to earn the incentives offered by the lab (but only three times will count for 101).

Instructions if you'd like to participate:

- Visit the website and "Sign-up to Participate" [here](#) - PennKey login required (see attachment for more details)
- The WBL will send an email to all participants when a new study has been posted. The student will receive this email and can then go to the website to register.

The second way is to attend more than the required 10 lectures for full credit for lecture attendance. If you attend 11, 12 or 13 lectures you will receive an additional 1, 2 or 3 points to your recitation class scores respectively.

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 pros and cons 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

the facts 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.

TEAM PIVOT OR PERISH SIMULATION AND PRESENTATION (15%)

You will play the simulation, "Pivot or Perish," in your recitation. You will be part of a team who manages a retailing company called Getchell's. You will learn how to play the simulation and have one practice round in recitation. Then you will have one week to make 5 more decisions and to prepare a PowerPoint deck for presentation in the following week's presentation. Your TA will give you guidelines for this presentation.

You will be randomly assigned groups for this activity. 15% of this grade will be based in objective performance and 85% will be based on your presentation of the key concepts/ideas you learned during the experience.

KEYSTONE BRAND PRESENTATION (10%)

As part of the lecture and recitation discussions, you will often be challenged to apply what has been discussed to a particular product or service (**your "Keystone" product.**) You may want to choose a product or service in which you have a long-term interest, for example, one in a category in which you want to work in the future. **By doing this, you make this class not only an introduction to marketing, but an investment in your own future interview.**

You will form small groups of 3-4 students who share interest in a given company to prepare your Keystone Brand Presentations, which will be given during the final recitation session. Scores will range from 1 to 10, where 1 satisfies the minimal requirements for the assignment and a 10 represents truly outstanding, creative application of course content. Your TA will provide more detail about the structure for this presentation.

DISABILITY SERVICES

The Weingarten Center offers a variety of resources to support all Penn students in reaching their academic goals. All services are free and confidential. To contact the Weingarten Center, call 215-573-9235. The office is located in Hamilton Village at 220 S. 40th Street, Suite 260.

The University of Pennsylvania provides reasonable accommodations to students with disabilities who have self-identified and received approval from Disability Services. Students can contact Disability Services and make appointments to discuss and/or request accommodations by calling 215-573-9235.

As noted above, students who receive accommodations MUST schedule their exam appointment no less than 2 weeks prior to the exams. Please contact the Weingarten Center/Disability Services to make these appointments.

A NOTE ABOUT BASIC NEEDS

It is important to us that you have the resources you need to be able to focus on learning in this course – this includes both the necessary academic materials as well as taking care of your day-to-day needs. Students experiencing difficulty affording the course materials should reach out to the Penn First Plus office (pennfirstplus@upenn.edu). Students who are struggling to afford sufficient food to eat every day and/or lack a safe and suitable space to live should contact Student Intervention Services (vpul-sisteam@pobox.upenn.edu). Students may also wish to contact their [Financial Aid Counselor](#) or Academic Advisor about these concerns.

REMINDER: All recitation quizzes must be complete, in Canvas, prior to the beginning of your recitation. Absolutely no late submissions will be accepted, for any reason.

#	Date	Readings for Lecture	Recitation Dates	Recitation Preparation Assignments	Topic
	No lecture but required recitation. Classes begin Tuesday, August 30 th		Tuesday, August 30 th Thursday, September 1 st	Make sure you have access to all cases via Courseweb and attend Recitation!	What is Marketing? Intro to Cases & Marketing Math
-	Monday, September 5 th – Labor Day	Watch recorded lecture in Canvas, Textbook Ch. 1, 2 and 6 No attendance credit requirement	Tuesday, September 6 th Thursday, September 8 th	Starbucks Case Quiz in Canvas (Must be complete before your recitation)	The Framework: 5 C's & 4 P's
1	Monday, September 12 th	Textbook Ch 3-5	Tuesday, September 13 th Thursday, September 15 th	Unilever in Brazil Case Quiz in Canvas (Must be complete before your recitation)	Segmentation, Targeting and Positioning
2	Monday, September 19 th	Readings: Consumer Decision Journey & Shopper Archetypes in Canvas	Tuesday, September 20 th Thursday, September 22 nd	Consumer Decision Mapping & Design (No Quiz)	Customer Decision Making Journey
3	Monday, September 26 th	Guest Speaker: Professor Peter Fader Readings in Canvas	Tuesday, September 27 ^h Thursday, September 29 th	Blue Apron Case Quiz in Canvas (Must be complete before your recitation)	Customer Lifetime Value
4	Monday, October 3 rd	Textbook: Chapter 9	Tuesday, October 4 th Thursday, October 6 th	Mountain Man Brewing Case Quiz	Branding Strategy
5	Monday, October 10 th	Brand Article in Canvas	Tuesday, October 11 th	Conjoint/Sawtooth/Hauser Reading Quiz	Brand Measurement

#	Date	Readings for Lecture	Recitation Dates	Recitation Preparation Assignments	Topic	
			Thursday, October 13 th	Respondus Test Quiz in Recitation		
6	Monday, October 17 th	Why Companies are Talking about Elasticity	Tuesday, October 18 th Thursday, October 20 th	Exam 1 in recitations	Pricing Strategy	
7	Monday, October 24 th	The Surprising Up-Side of Expensive Products	Tuesday, October 25 th Thursday, October 27 th	CREE Lightbulb Case Quiz in Canvas (Must be complete before your recitation)	Psychological Aspects of Pricing	
8	Monday, October 31 st	Reading: Breaking Free of the Product Life Cycle (Canvas)	Tuesday, November 1 st Thursday, November 3 rd	Pokemon Go Case Quiz in Canvas (Must be complete before your recitation)	Product Life Cycle	
9	Monday, November 7 th	The Shopping Revolution: Chapter 1 (in Files on Canvas) Textbook: Chapter 13	Tuesday, November 8 th Thursday, November 10 th	Pivot or Perish Simulation: Introduction and Preparation	Go-to-Market Strategy	
10	Monday, November 14 th	Textbook: Chapter 12 Guest Speaker: Steven Silverstein, CEO and Owner, Spencer's Gifts and Spirit Halloween	Tuesday, November 15 th Thursday, November 17 th	Simulation Debrief - Group Presentations	Marketing Communications (1)	
(No lecture or recitation)	Monday, November 21	No lecture or recitation: Review Sheet for Exam 2 will be posted Extra Office Hours Available Thanksgiving				
11	Monday, November 28 th	Complete Post-Class Quiz Guest Speaker: Evan Greene, CBO ARIA NFT, Former CMO, The Grammys https://www.linkedin.com/in/evan-greene-94a262/	Tuesday, November 29 th Thursday, December 1	Keystone Brand Presentations	Marketing Communications (2)	
12	Monday, December 5 th	Marketing Ethics	Tuesday, December 6 th	Exam 2 in Recitations	Marketing Ethics	

#	Date	Readings for Lecture	Recitation Dates	Recitation Preparation Assignments	Topic
			Thursday, December 8 th		
13	Monday, December 12 th	Marketing 101 Alumni Panel (Counted in Attendance)	No recitation – Last day of classes is December 12 th .		