



MARKETING 1010: INTRODUCTION TO MARKETING Fall 2024

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TA Office hours:	TBD
Primary Text:	Strategic Marketing Management, 7 th -10 th ed. acceptable, 10 th ed. preferred https://www.amazon.com/Strategic-Marketing-Management-Framework-10th/dp/1936572591
Cases:	Available on Canvas's Study.net section.
Add'l readings:	In Canvas/files by lecture

COURSE DESCRIPTION

People often think about “marketing” strictly as *advertising* — a highly visible activity by which organizations try to persuade customers to buy products and services. However, marketing is much more than advertising alone; even the most skillful marketer cannot make customers buy things that they don't want. Rather, marketing involves: (1) identifying customer needs, (2) satisfying these needs with the right product and/or service, (3) assuring availability to customers through the best distribution channels, (4) using promotional activities in ways that motivate purchase as effectively as possible, 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*. Together with a rigorous analysis of the customers, competitors, and the overall business environment, they are the key activities of marketing management, and they are crucial ones: 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 Wharton courses.

Course Content

You will learn how to 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.
3. **Pricing.** How to set prices that capitalize on value to customer 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 communication efforts.

In addition, the course also helps you 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* and in written and oral *communication*.
- Make *cross-functional connections* 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 Texts:

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

Marketplace Dignity, by Cait Lamberton

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 are available on Canvas's Study.net section

Additional readings will be placed in Canvas/files by topic.

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 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 classes, assignments and grades,
- class slides. **Please note, though, that the slides do not provide or convey the same level of detail as discussed in class and that not all slides will not be posted.** (We do not post Case Slides)

POLICY ON USING OUTSIDE SOURCES OF INFORMATION FOR COURSE WORK

Do not use any outside information (e.g., artificial intelligence, Internet, library, and for group-based assignments, anyone outside of your team) when preparing for case and simulation discussions, 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.

GRADING

5%: In-Person Attendance:

To accommodate illness, co-curriculars, case competitions, or other student needs, students have allowance for FIVE missed classes with no explanation. More than five missed lectures will be penalized in grading, in proportion to the number missed. You are responsible for the material that you missed. Recordings of lecture material will be available to view, and you can make up the work by actively contributing through the Canvas discussion board. It may not be possible to make up case discussions, presentations, or group work.

Consistent with university policy, official religious observances do not count in this set. Students expecting to participate in a religious observance should notify the TA within the first two weeks of class (<https://chaplain.upenn.edu/worship/holidays/>).

50%: Exams:

- 25%: Exam 1
- 25%: Exam 2

Exam 1 and Exam 2 will be taken electronically, in person, on the dates listed in the syllabus.

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.

Notes related to exam administration:

- Learning Disabilities:** Students who have testing accommodations through Weingarten should schedule their exams as soon as possible and make sure that they understand the policies and procedures established; these exams must be taken on the same day as the student's assigned recitation.
- Religious Observances or officially recognized serious illness, incapacity or bereavement/by advisor recommendation:** In the event of officially recognized religious observances or when experiencing an officially recognized serious illness, incapacity or bereavement, students **must notify their TA prior to their recitation that they would like to take the exam during the exam make-up session in the next semester.** These exams

will be scheduled during the official first week of classes the next semester. Until the exam is taken, you will have a grade of NR in the course.

It will be the student's responsibility to watch for communications regarding the make-up exam date and locations and to communicate with the TA about sitting for the exam.

If the make-up exam is missed, the student will receive a score of zero.

- c. **Unexcused absences or unofficial co-curricular activity (including recruiting):** There are no allowances for missing exams for any reasons other than the above. Recruiting and co-curricular activities do not constitute excused absences.

30%: Participation:

- 20%: Quality of participation, as described below.
- 10%: Online case preparation **reading guides** (in Canvas, under quizzes)

Active participation is graded in two ways:

1. Preparation: Pre-class reading guides on the material (10% of total grade): There are a set of reading guide questions posted in Canvas for each case, under "Quizzes." **You may complete these at any time before a case discussion beginning with the first week of class.** Quizzes submitted at or after the start of the class when a case is discussed are **not accepted. There are no exceptions to this rule. Please do not ask for exceptions.**
2. Quality Participation (20% of total grade):

Students' class contributions will be judged based on the quality of commentary offered, and its role in facilitating the process of collective learning in the classroom. High-quality classroom contribution requires students to:

- state clear assumptions
- support inferences with evidence
- draw logical conclusions
- communicate clearly, concisely, and specifically

Further, effective contributors help others learn by fitting in with the discussion, adding new insights, synthesizing multiple points of view, redirecting a discussion that has hit an impasse, clarifying ambiguities, provoking constructive debate, or encouraging in-class discovery. The benefits of listening cannot be overstated. Class participants share in these responsibilities for learning by avoiding disruptions and distractions, resisting the temptation to elaborate or repeat unnecessarily, respecting others, and speaking with honesty and candor, thus guaranteeing a valuable learning experience for all.

Posting on Canvas Class Discussion Board: Feel free to post articles on the Canvas Discussion board that apply to what we have covered in class or provide updates on examples discussed. Strongly relevant course materials and offering thoughtful comments will count toward the class participation grade.

5%: Team Pivot or Perish Simulation Performance (self-selected groups)

You will play “Pivot or Perish,” a simulation developed by the Wharton Learning Labs. You may choose your own team for the simulation or be randomly assigned to a group. It is your responsibility to coordinate all work on the simulation with your group.

Each team manages a retailing company called Getchell’s. You will learn how to play the simulation and have one practice round in class. Then you will have one week to make 4 more decisions.

The grade for this simulation will be based on objective performance in the game. Each team plays against the computer, so in theory, all teams can get full credit. We will also debrief the simulation in class, and strategies and learnings that you present will be part of your class participation grade for that class.

10%: Keystone Brand Presentation (self-selected group)

As part of the course, 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 either choose to work on your own or to form small groups of 3-4 students who share interest in a given company.

Your team will be asked to prepare a final Keystone Brand Presentations, which will be given during the last two class sessions. This presentation is a chance for you to discuss your key learnings from the class and apply them creatively and managerially to your brand. Your presentations should not only synthesize the concepts you have learned but should also give you a chance to think about how to implement these ideas in relevant and meaningful marketing strategies.

Presentations will be graded on the following criteria:

- (1) good use of class concepts (4 points)
- (2) creativity and presentation style (4 points)
- (3) managerial implications/practicality of suggestions (2 points)

Extra Credit:

Students can earn extra credit by participating in the **Wharton Behavioral lab (WBL)** Students 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 1010). These extra credit points will contribute to your participation grade.

Instructions if you’d like to participate:

- Visit the website and “Sign-up to Participate” [here](#) - PennKey login required
- 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.

Extra credit must be completed by the last WBL session prior to the final exam. No exceptions are made.

GRADE DISPUTES

If you believe there was a significant mistake in grading, contact your professor or TA 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 group projects – your 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, your entire class assessment will be regraded, not just the part you identified; therefore, your final score may go up, down, or remain the same.

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.

The schedule for the course is below – changes will be announced via Canvas. **REMINDER: All case quizzes must be completed, in Canvas, prior to the beginning of class. Absolutely no late submissions will be accepted, for any reason.**

MARKETING 1010 ASSIGNMENT SCHEDULE – Fall Semester, 2024

Lecture Date	Professor	Reading/Preparation	Topic
Wednesday, August 28th	Lamberton	Chapter from “Marketplace Dignity,” to be posted on Canvas	Course overview/syllabus Context + Ethics
Monday September 2	No class	LABOR DAY	
Wednesday, 9/4	Kahn	Textbook Chapters 1,2	What is Marketing?
Monday 9/9	Kahn	Textbook Chapters 6, 14-16	Marketing Math
Wednesday 9/11	Lamberton	Starbucks Case (in Canvas) Starbucks Reading Guide	Starbucks Case Discussion
Monday, 9/16	Kahn	Textbook Chapter 3-5	Segmentation, Targeting and Positioning
Wednesday 9/18	Kahn	Unilever Case (in Canvas) Unilever Reading Guide	Unilever Case Discussion
Monday, 9/23	Kahn	McKinsey Consumer Decision Journey	Consumer Decision Making
Wednesday, 9/25	Kahn		Guest Speaker: Professor Fader Customer Lifetime Value
Monday, 9/30	Lamberton	Choose a consumer journey	Exercise: Optimizing the Consumer Journey for CLV
Wednesday, 10/2	Lamberton	Blue Apron Case Blue Apron Reading Guide	Blue Apron Case Discussion
Monday, 10/7	Lamberton	“Breaking Free of the Product Life Cycle” on Canvas	Product Life Cycle
Wednesday, 10/9	Lamberton	Pokemon Go Case Pokemon Go Reading Guide Download Respondus, take quiz	Pokemon Go Case Discussion
Monday, 10/14	EXAM 1		
Wednesday, 10/16	Kahn	Textbook Chapter 10	Price Strategy
Monday, 10/21	Kahn	Cree Case Cree Reading Guide	Cree Case
Wednesday, 10/23	Lamberton		Price Psychology
Monday, 10/28	Lamberton	Hauser on Conjoint	Exercise: Conjoint Analysis

Lecture Date	Professor	Reading/Preparation	Topic
		Conjoint Reading Guide	
Wednesday, 10/30	Lamberton	Textbook Chapter 9	Brand Strategy
Monday, November 4	Kahn	Mountain Man Case Mountain Man Reading Guide	Mountain Man Case Discussion
Wednesday, November 6	Lamberton	Websites to review as announced in class	Valuation of Brands
Monday, November 11	Kahn	The Shopping Revolution: Chapter 1 (in Files/Canvas) Textbook Chapter 13	Go to Market
Wednesday, November 13	Kahn	Simulation Student Guide (in Files/Canvas)	Simulation Introduction and Decision 1
Monday, November 18	Lamberton	Textbook Chapter 12	Advertising/Promotion Lecture
Wednesday, November 20	Kahn	Simulation Debriefing Notes (In Files/Canvas)	Simulation Debrief
Monday, November 25 th – PRE THANKSGIVING	Possible office hours to support Keystone Projects		
Wednesday, November 27 th – Thursday Schedule			
Monday, December 2 nd	Kahn	Present Keystone Projects	
Wednesday, December 4	Lamberton	Present Keystone Projects Course wrap-up	
Monday, December 9	Exam 2		