



## RESIDENTIAL COURSE IN CONTEMPORARY APPLIED MARKETING

Instructor : Vanessa Errecarte, [verrecarte@ucdavis.edu](mailto:verrecarte@ucdavis.edu)

### Course Description

Welcome! This course will provide students with a synthesis of contemporary marketing principles and best practices. We'll focus on "three C's" of the marketing cycle.

**Curate:** Students will first be introduced to the current marketing landscape and evolution of the marketing industry. Students will learn strategies to position organizations for optimal growth.

**Create:** Next, in-depth instruction in branding and content marketing, and consumer-brand interaction will build upon this foundation.

**Convert:** This course will culminate with specialty instruction in online media tools (social media, online advertising, and search engine optimization) and traditional media tools, and achieving the proper mix for an effective, contemporary marketing campaign.

Videos, case studies, readings, and guest speakers will enhance the learning experience, concluding with an experiential learning assignment designed to help students gain skills and expertise to enhance their marketing careers.

### Course Materials

- Two cases.
- Seven readings/articles.

Some items need to be purchased through a Harvard Business Review coursepack, please follow this link to purchase the readings, . They are noted as **[HBS]** in the course details.

Linked items are available online or through the UC Davis library. If noted, some links will need to be accessed from on campus or by using the [library VPN](#).

Some items will need to be searched for directly. The link will take you to main the main search page of the journal. Click on "Search within this publication" and then search for "AN [Insert number]" in the second field.

## Course Requirements

**This course is graded on a Pass/Fail basis. To pass the course, students must complete the following:**

**Assignment 1: Drybar Case Write-Up (35%).** A 500-1000- word individual write-up of the assignment outlined in the Academic Session 1.

**Assignment 2: Peloton Case Write-Up (35%).** A 500-1000- word individual write-up of the assignment outlined in Academic Session 2.

**Assignment 3: Digital Ad Screenshot (5%).** Students must come prepared to class with a screenshot of a digital ad that led them to make a purchase outlined in Academic Session 4.

**Assignment 5: Mini Marketing Plan (25%).** Students will complete a mini marketing plan outlined in Academic Session 5.

## Class Behavior and Operations

1. In order to facilitate a learning environment where all students feel safe to grow, it is expected that all students treat each other with respect and dignity, encouraging learning, sharing, and new ideas.
2. Of course, it is not acceptable behavior to insult, harass, or demean any member of the class. Professional business behavior should be modeled in the classroom.
3. Students are required to adhere to the UC Davis Principles of Community, [linked here](#).
4. Engagement and discussion will be significant learning tools for this course. Students are expected to be focused on the discussion at all times and to participate as much as possible. Use of devices (smartphones, laptops, etc.) are a natural part of this course and it is expected that while in use, these devices are being used to support class discussion and activities.
5. Marketing is a dynamic and changing field. Please come open to learning new ideas and strategies. Above all, I hope that students are open to having fun. Marketing is one of my great passions in life and I hope it rubs off on those I teach!

## Course Schedule

Thursday, 12:00-1:00 p.m.

**Registration and lunch**

### **Residential Academic Session 1**

**Curate: Evolution of the Marketing Industry and Contemporary Market Positioning**

Thursday, 1-2:50 p.m.

**Class Introductions:** Vanessa Errecarte

**Evolution of Marketing and Current Marketing Landscape:** Vanessa Errecarte

Thursday, 3:00-3:50 p.m.

**An Alternative Framework to the Competitive Landscape: Blue Ocean Strategies:** Vanessa Errecarte

Thursday, 4:00-4:50 p.m.

**Nugget Markets: Creating a Blue Ocean Company:** Guest Speaker Kate Stille

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### Reading:

[Blue Ocean Strategy](#) by W. Chan Kim, and Renee Mauborgne, *The Magazine--Harvard Business Review*, October 2004. **[Needs VPN, search for, AN 14599913]**

[Blue Ocean Strategy: From Theory to Practice](#) by W. Chan Kim, and Renee Mauborgne, and *California Management Review*, April 1, 2005. **[Needs VPN]**

### Cases:

*Drybar (A): The American Beauty Salon Industry in 2008* by W. Chan Kim, and Renee Mauborgne, and Oh Young Koo, *Harvard Business School IN1246*, August 26, 2016. **[HBS]**

*Drybar (B): No cuts. No Color. Just Blowouts!* by W. Chan Kim, and Renee Mauborgne, and Oh Young Koo, *Harvard Business School IN1247*, August 26, 2016. **[HBS]**

### **Individual Written Assignment: Due by September 2 (one week prior to class)**

Using the supplemental reading in partnership with the Drybar (A) and (B) cases, please answer the following questions to describe how Drybar established itself as a Blue Ocean company. 500-1,000 words.

- 1) Which beauty salon industry factors did DryBar **eliminate** to position itself away from the competition as a Blue Ocean company?
- 2) Which beauty salon industry factors did DryBar **reduce** well below the industry standard to position itself away from the competition as a Blue Ocean company?
- 3) Which beauty salon industry factors did DryBar **raise** well above the industry standard to position itself away from the competition as a Blue Ocean company?

- 4) Which beauty salon industry factors did DryBar **create** to position itself away from the competition as a Blue Ocean Company?
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Thursday, 5:00-7:00 p.m.

**Faculty Mixer**

**Residential Academic Session 2:**

**Create: Branding and Content Marketing**

Friday, 9:00-9:50 a.m.

**Brand differentiation and brand storytelling:** Vanessa Errecarte

Friday, 10:00-11:20 a.m.

**Content marketing tools and strategies:** Vanessa Errecarte

Friday, 11:30-12:00

**Guided discussion:** Vanessa Errecarte

1:00-1:50 p.m.

**How Healthy Davis Together Focused on Branding to Increase Testing Adherence During the Covid-19 Pandemic:** Guest Speaker Davis Mayor Gloria Partida

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Reading

*Brand Storytelling* by Jill Avery, *Harvard Business School* 519049, October 1, 2020. **[HBS]**

*The Power of Consumer Stories in Digital Marketing* by Renee Richardson Gosline, Jeffrey Lee, Glen Urban, *MIT Sloan Management Review*, July 1, 2017. **[Needs VPN]**

*How to Persuade People to Change Their Behavior*, by Jonah Berger, *Harvard Business Review*, April 20, 2020. **[Needs VPN]**

*Designing Consumer Journeys for the Post-Pandemic World*, by Gene Cornfield, *Harvard Business Review*, May 6, 2021. **[Needs VPN]**

Hubler, Shawn. *A California University Tries to Shield an Entire City from Coronavirus*, *The New York Times*, February 8, 2021.

or, through the library, <https://www.proquest.com/newspapers/university-tries-bring-entire-city-into/docview/2483664679/se-2?accountid=14505> **[Needs VPN]**

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**Residential Academic Session 3:**  
**Convert: Consumer Interaction with Brands Online**

Friday, 2:00-2:50 p.m.

**Social Media Channels and Best Practices:** Vanessa Errecarte

Friday, 3:00-3:50 p.m.:

**Digital Marketing Mix: Email Marketing, Conversion Tools, and Funnels:** Vanessa Errecarte

2:00-2:50 p.m.

**Marketing Strategy at Peloton:** Vanessa Errecarte

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Reading:

In the three weeks prior to class, please skim new articles on "[Social Media Today](#)" each day.

Case:

*Best Self of Best Company? Peloton Searches for a Voice* by Meghan Murray, *University of Virginia Darden Business Publishing UV7898, 2019 [HBS]*

**Individual Written Assignment: Due by September 2 (one week prior to class)**

Please answer the following questions in 500-1,000 words.

- 1) Discuss one way Peloton strategically positioned itself as a Blue Ocean company?
  - 2) Peloton had many spokespeople, ranging from CEO Foley to avid customers who lauded the community they joined. Peloton instructors had public profiles and social media activity. Which was most valuable to the company and why? Which platforms were most valuable?
  - 3) Using an example from Peloton's social media pages, instructor pages, profiles, or groups, please explain how Peloton uses brand storytelling?
  - 4) Is Peloton a fitness company or a media company? Why?
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**Residential Academic Session 4:**  
**Convert: Additional Online tools**

Saturday, 9:00-9:50

**Paid Traffic (Online Advertising):** Vanessa Errecarte

Saturday, 10:00-10:50

**Search Engine Optimization and Social Listening:** Vanessa Errecarte

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Reading:

None

**Individual Assignment: Due Sept. 9**

Please come to class prepared with a screenshot of one online ad (Facebook, Instagram, or Google) that enticed you to make a purchase. We will use these for class discussion.

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**Residential Academic Session 5:**  
**Class Wrap Up**

Saturday, 11:00-11:50

**The Big Picture:** Vanessa Errecarte

Saturday, 12:00-1:50 p.m.

**Working lunch, marketing plan office hours (optional):** Vanessa Errecarte

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Reading:

None

**Individual Assignment: Due Sept. 13**

**Mini Marketing Plan:**

Students will be provided with a marketing plan template during Academic Session 5 and will be required to use it to make a hypothetical mini marketing plan for a company of their choosing. Students may use instructor's optional office hours for assistance with their marketing plans. Students may also choose to complete the plan offsite at a location of their choosing (within the deadline).