

**Marketing Management - MGP 404**  
**UC Davis Graduate School of Management**  
**Course Syllabus, Spring 2022**

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### **Course Description**

Marketing organizations are responsible for creating business value by identifying, building and capturing market opportunities. In this course, students will become well-versed in the key marketing principles and tactics required to accomplish that goal, while also gaining practice in the key skills required in the role of a marketing person. Upon completion of this course, students will have the fundamental knowledge, skill, and ability to:

1. Understand and apply the key elements of a strategic marketing plan.
2. Apply marketing methodologies to analyze markets, competitors, and customers.
3. Identify and resolve marketing challenges in the context of the four P's and the five C's.
4. Develop and apply a messaging and positioning framework to address customer pain points.
5. Develop and present a marketing plan for a new product or service for a client of your choice.

Over the course of the quarter, you will use the tools and practice the skills required to be a successful marketing person. Even if your career plans aren't focused on becoming a marketing professional, you will find that the general skills developed in this class will be useful across multiple job categories. You will also gain significant insight into how marketing organizations operate and why marketing professionals do the things they do. And, if you do desire to be a marketing professional, this course will provide a solid foundation for the more in-depth, marketing-centric courses offered through the GSM.

I bring a rich mix of business management and marketing experience to the learning environment. As such, my approach and expectations in the classroom are similar to what you would experience in the workplace. That means that (when appropriate) you will be expected to objectively, cogently, and professionally challenge and defend the plans, recommendations, or approaches expressed by your team and others.

### **Assignments, Homework, Projects and Exams**

This course has a heavy workload. Success requires that you stay on top of the reading, case studies, homework and in-class assignments.

#### **Grading Summary**

- HW / ICA assignments (40%)
- Exams (35%)
- Marketing Presentation (25%)

#### **In Class and Homework Assignments (40%):**

Homework assignments will be provided on Canvas up to one week prior to due date. Homework assignments must be uploaded to Canvas using the prescribed format by the deadline identified. I use a master assignment schedule (MAS) that shows all due dates and all assignments. It will be posted on Canvas after the first lecture. I strongly encourage you to review the assignment roadmap at least once a

week as it does change frequently, depending on the pace of progress. The same information will be available on Canvas in the Modules section. I have also included the “current” reading and assignment schedule to this syllabus (below). The assignments will not be updated in this syllabus once the quarter begins, so you will need to rely on the MAS and the modules schedule for the most recent version.

I **do not** accept late assignments unless you have an excused absence. If you are approaching the deadline and are struggling with canvas or experiencing a technology glitch, you can email the assignment to me. As long as the email time stamp is before the deadline, I will accept it.

In-class assignments will be provided during class. In-class assignments can be turned in after the class has adjourned, up until the deadline on canvas (typically the Sunday evening after lecture). In-class assignments include BOTH individual and group / team assignments. If you miss class and do not participate in the in-class assignment you will not receive FULL credit for that assignment (excused absences are allowed a make-up assignment).

### **Exams / Midterm (35%):**

The midterm is short-essay. You will be required to apply the key concepts reviewed quarter to date. No further details until the week prior to the midterm.

### **Client Marketing Plan Presentation (25%):**

On the first day of lecture, you will be assigned to a marketing team comprised of five or six students. In this team, you and your teammates will act in the role of marketing consultants. As such, you will be “hired” by a company of your choosing (and my approval) to develop a comprehensive marketing plan. This will be your team for the balance of the quarter.

You and your team will be required to provide the names of three potential client companies. I will provide detailed guidelines for you to use as the selection criteria during the first lecture. I will then evaluate your selections and provide you with a final client decision. This will then be your client for the balance of the quarter.

You and your team will then need to conduct a situational analysis consisting of a marketing audit, a SWOT analysis, and a comprehensive competitive analysis. The marketing audit allows you to evaluate the effectiveness of your client’s marketing activities in the context of the four P’s and five C’s.

You will also be required to develop a segmentation model and a customer persona for your client. Once you determine your primary target audience, you will identify the key marketing problems (in the context of the four P’s and five C’s). Finally, you will develop a comprehensive client marketing plan that addresses the key problem areas.

The pinnacle project for this course is the client marketing plan – which will also serve as the final exam. It combines all of the key learnings from the situational analysis and the competitive analysis, along with the additional marketing concepts and exercises learned throughout the quarter.

Each team will be responsible for developing their own unique marketing plan to address the key client problems you’ve identified. Each team will present their marketing plan during the final lecture. There will be a question and answer period after you present and you must be prepared to defend your recommendations. A grand prize winner will be selected and that winning team will earn a very valuable award.

### **Classroom and Project Participation (Factored):**

Classroom and project participation is a considerable part of your overall grade. This part of your grade will be determined in large part by you, and then by your teammates. You will need to actively and appropriately participate in the classroom discussion. That does NOT mean that you need to speak on

every topic. Nor does it mean that you must be overly verbose when you do speak. But you must speak, and when you do, you must be on topic and at the right altitude.

In addition, your peers will provide a confidential participation grade to me based on your contributions to the team projects and in-class assignments. This means that if you do not participate in the group projects, or if your quality of work is below expectations, then you should expect your peers to evaluate you accordingly.

I manage this part of the grade quite closely to ensure that it is applied fairly. The best advice I can provide is for you to make sure that you and your teammates speak frequently about the level of participation that each group member is providing and that if one group member is not meeting expectations, that the team speak to that individual directly to see if the issue resolves. If that does not resolve the issue, then escalate to me so I can address the problem. As graduate students, I do not anticipate this to be an issue, but in the event that one arises, this is your remedy.

### **Remarks**

- Class attendance is mandatory. Lack of attendance will impact your participation grade.
- Readings and cases must be read before class so that you can be prepared to participate in the classroom discussions and in-class assignments with your teammates.
- No make up for the mid-term or final. Plan accordingly to avoid scheduling conflicts.
- Attendance – For business or job related travel (to be approved in advance) you can apply for an excused absence, without penalty. If you are sick, please inform me before start of class.
- Academic code of conduct – You are required to uphold the University's Regulation 537 on Exams, Plagiarism, Unauthorized Collaboration, Lying, Disruption, and other issues. Please review and become familiar with the UCD code of conduct. <http://sja.ucdavis.edu/files/cac.pdf>

### **Course Content**

The content delivered each week covers a new set of topics. Since each week's content builds on concepts taught from the previous week, it is critical that students do not fall behind. Required readings and assignments must be completed on time in order to participate in classroom discussions and to be prepared to fully participate with teammates during the in-class assignments. 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](#).

### **HBS Reading (Course Textpak)**

1. Marketing Strategy (8153-PDF-ENG)
2. Segmentation and Targeting (8219-PDF-ENG)
3. Marketing Intelligence (8191-PDF-ENG)
4. [The Elements of Value: Measuring and Delivering What Consumers Want](#) (R1609C-PDF-ENG)  
**[Needs VPN – not included in Textpak]**
5. Digital Marketing (8224-PDF-ENG)
6. Developing and Managing Distribution Channels (8149-PDF-ENG)
7. Brand Positioning (8197-PDF-ENG)
8. Marketing Communications (8186-PDF-ENG)

## HBS Cases

1. [Top Box: Rediscovering Customer Satisfaction](#) (BH094 – PDF-ENG) **[Needs VPN]**
2. [How Snapple Got Its Juice Back](#) (RO201C – PDF-ENG) **[Needs VPN]**
3. IKEA Invades America (9-504-094-PDF-ENG)

## Textbooks

**Required: Power of Habit (POH), Charles Duhigg**

1. Pages 1-59
2. Pages 182-212

**Optional: Principles of Marketing**

Available as a part of Open Access Library: [Principles of Marketing - Open Textbook Library \(umn.edu\)](#)

## Instruction Plan

Reading Assignments			
Due By	Lecture Topic	Course Readings	Principles of Marketing (Optional)
Session 1	Introduction to Marketing	HBS - Marketing Strategy	Chapters 1 - 2
Session 2	Markets and Customers	HBS - Segmentation and Targeting	Chapter 5
	Market Research	HBS - Marketing Intelligence	
		Watch Video - Not By Jeans Alone	
Session 3	Competition		
Session 4	Market Sizing		
Session 5	Consumer Dynamics	HBS - The Elements of Value	Chapter 3
Session 6	Customer Acquisition and Retention	Duhigg - Power of Habit - Pages 1 thru 59	
		HBS - Top Box: Rediscovering Customer Satisfaction (Enterprise)	
Session 7	Promotions	HBS - Digital Marketing	Chapters 6 - 7
Session 8	Mid Term	Duhigg - Power of Habit - Pages 182 - 212	
Session 9	Messaging and Positioning	HBS - Marketing Communications	Chapters 11-12
Session 10	Branding	HBS - Brand Positioning	
		HBS - How Snapple Got Its Juice Back	
Session 11	Distribution	HBS - Developing and Managing Channels	Chapter 8
Session 12	Pricing	HBS - IKEA Invades America	Chapter 15
Session 13	Marketing Strategies and Tactics		Chapter 16

## Master Assignment Schedule

Session	Topics	Assignment	Type	Grading Scale
1	<b>Introduction to Marketing</b>	Pework - Student Survey	Individual	0
	Strategic Marketing Framework	HW1 - Client Selection	Team	0
	Four P's / 5 C's			
	Product Life Cycle			
2	<b>Markets and Customers</b>	HW3 - Watch Video: Not By Jeans Alone	Individual	0
	Market Segmentation	ICA1 - Not By Jeans Alone - Strategic Analysis	Team	10
	Customer Segmentation	HW2 - Client Audit Report	Team	10
3	<b>Customer Research</b>			
	Qualitative / Quantitative Analysis			
4	<b>Competitive Analysis</b>	HW4 - Customer Discussion Guide	Team	10
	Market Structure	ICA2 - Purchase Attribute / Gap Analysis	Team	10
	Competitive Analysis Models	ICA 3 - Market Model and Market Objectives	Team	10
4	<b>Market Sizing</b>			
	Market Opportunity			
	Market Forecasting			
	Market Share			
5	<b>Consumer Dynamics</b>	HW5 - Power of Habit	Individual	20
	Purchase Behavior / Influencers	HW6 - Enterprise	Individual	20
	Customer Pain Points	ICA4 - Marketing Work Flows	Team	10
6	<b>Customer Acquisition and Retention</b>			
	Buyer Adoption Models (CPG/B2B)			
7	<b>Market Analysis Presentations</b>	TP1 - Team Presentations: Market Analysis Results	Team	50
	Team Presentations	ICA5 - Bovine Organics Promo Plan	Team	10
	<b>Promotions</b>			
7	Promotional Mix			
	Promotional Campaigns			
8	Midterm	MT1 - Exam	Individual	100
9	<b>Messaging and Positioning</b>	HW7 - Snapple	Individual	20
	Content Development	ICA6 - Messaging and Positioning	Team	10
10	Collateral Roadmap			
	<b>Branding</b>			
10	Brand Positioning			
	<b>Distribution</b>	HW8 - IKEA	Individual	20
11	Direct v. Indirect			
	Online v Brick and Mortar			
12	<b>Pricing</b>			
	Pricing Strategies and Methods			
13	<b>Bringing it All Together</b>	ICA7 - Strategies and Tactics	Team	10
	Strategies and Tactics			
	Integrated Marketing Campaigns			
14	Success Metrics			
	<b>Marketing Plan Competition</b>	TP2 - Marketing Plan Presentation	Team	100
		HW9 - Course Improvement Survey	Individual	10
		HW10 - Marketing Presentation Scorecard	Individual	10
		HW11 - Peer Evaluation	Individual	20

### **Statement on Accommodation**

UC Davis is committed to educational equity in the academic setting, and in serving a diverse student body. All students who are interested in learning about how disabilities are accommodated can visit the Student Disability Center (SDC). If you are a student who requires academic accommodations, please contact the SDC directly at [sdc@ucdavis.edu](mailto:sdc@ucdavis.edu) or 530-752-3184. If you receive an SDC Letter of Accommodation, submit it to your instructor for each course as soon as possible, at least within the first two weeks of a course.

### **Rights and Responsibilities**

All participants in the course, instructor and students, are expected to follow the UC Davis Principles of Community, which includes affirmation of the right of freedom of expression, and rejection of discrimination. The right to express points-of-view without fear of retaliation or censorship is a cornerstone of academic freedom. A diversity of opinions with respectful disagreement and informed debate enriches learning. However, in this course, any expression or disagreement should adhere to the obligations we have toward each other to build and maintain a climate of mutual respect and caring.

You are expected to take UC Davis's Code of Academic Conduct as seriously as we do. You were given this code of conduct with explicit explanations of violations (e.g. plagiarism, cheating, unauthorized collaboration, etc.) and your responsibilities in regard to them during orientation, and you signed a statement affirming that you understand it. Academic conduct violations will not be tolerated, and your instructor will not hesitate to turn violators over to Student Judicial Affairs. If you are uncertain about what constitutes an academic conduct violation, please refer to the code linked above, contact your instructor, or refer to the Office of Student Judicial Affairs.

All material in the course that is not otherwise subject to copyright is the copyright of the course instructor and should be considered the instructor's intellectual property.

### **Safety and Emergency Preparedness**

UC Davis has many resources to help in case of emergency or crisis. While reviewing campus Emergency Information, you may want to register for UC Davis Warn Me and Aggie Alert, which will give you timely information and instructions about emergencies and situations on campus that affect your safety.

If there is an emergency in the classroom or in non-Davis locations, follow the instructions of your instructor.

### **Disclaimer**

Unexpected events might require elements of this syllabus to change. Your instructor will keep you informed of any changes.

*Updated March 12, 2022*

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