

Marketing Management (MGB 404Y)

Instructor

Prof. Prasad A. Naik

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Brief Bio

I graduated as a Chemical Engineering from UDCT (now ICT) and then worked at Dorr-Oliver Ltd. in sales and marketing. Then I studied MBA from the IIM Calcutta and worked at GlaxoSmithKline Ltd. in sales management to manage wholesalers, retailers, and salesforce and later in brand management to launch new products and build existing brands. I hold a PhD in Marketing from the University of Florida and am serving as a faculty at UC Davis for the past 25 years.

As a Professor, I do research and teaching. They are two sides of the same coin. Research influences the thinking of scholars. Teaching influences the practices of managers. Both involve knowledge transfer to change beliefs. So my research and teaching **complement** each other.

Class Meetings

- In-Person Meetings on Saturdays: April 2, 16, 30, and May 14
 - 9 am to 12:30 pm
 - **May 28th meeting will be on Zoom** as I may be in Budapest for work
- Zoom Meetings on Tuesdays: March 29, April 5, 12, 19, 26, May 3, 10, 17, 24 and 31.
 - 6 pm to 8 pm via Zoom
- **Final Exam:**
 - **June 4 from 9 am to Noon in-person and in-class**

Office Hours: Via Zoom. Please email me to arrange a suitable day/time for zoom calls

Course Content

Marketing creates business value by designing and launching new products, growing existing products, and building strong brands. To this end, marketers think in terms of “STP”: segmentation, targeting, and positioning. Then they decide on the “4Ps” of marketing: product, price, place, and promotion. Based on this framework of STP/4Ps, this course will introduce you to the principles and practices of marketing. You will learn Marketing Strategy, Marketing Research, New Product Development, Segmentation & Targeting, Positioning, Pricing, Marketing Communications, Distribution, Platform Marketing, and Global Marketing. In sum, you will learn the enduring concepts (e.g., PLC, STP, 4Ps, 5Cs) and the emerging issues (e.g., online and social media, online retailing, platform marketing, bot marketing).

Upon completion of this course, you will have knowledge to:

1. Understand the key elements of marketing strategy
2. Know the tools to segment customers and differentiate from competitors
3. Apply the four Ps and the five Cs of marketing
4. Develop new products, price them right, and assess marketing effectiveness
5. Shape the future of marketing via platforms and bots.

Thus, this core course aims to broaden and deepen your understanding of marketing.

Course Format

The course consists of three parts: Lectures, Cases, and Homework (HW).

1. Lectures cover and complement the main marketing concepts described in the Readings. The ten readings in your course packet are from the core curriculum at the Harvard Business School (HBS). Lectures will be conducted via synchronized live zoom sessions. All zoom-based lectures will be recorded for you to access them later.
2. We will cover four cases: Crescent Pure (about Positioning), MasterCard (using Social Media), Walmart (about Past, Present, and Future of Retailing), and Colgate Max Fresh (International Product Launch). These cases present marketing problems facing the companies. You will learn to identify marketing problems and apply marketing concepts to solve them. Before the class meeting, you must thoroughly read the case. Your knowledge of the relevant facts and issues of the case will be tested via online quizzes. That way you come prepared to participate in case discussions.

Case discussion is like a potluck: if you do not prepare or contribute, *others* get deprived.

To guide your efforts, I will assign specific issues for case discussions and then you will present your thoughts and reasoning to your classmates. That way you build confidence in yourself about your reasoning, defending your views logically, and incorporating others' views as well to learn collectively.

3. HWs require analyzing data using the SPSS software. In-class lectures and zoom calls will explain how to use SPSS to analyze marketing data in HW assignments. The resulting analyses will generate managerial insights for marketing decision-making.

HWs will be conducted and submitted in teams of 5 students. You will create your HW Teams. The same team will be used for all the HWs.

Grading

1. Individual Quizzes (40%) -- administered online on the Canvas course page
 - 5 quizzes from Readings and Lectures (20%)
 - One lowest scoring quiz will be dropped from your final score
 - 4 quizzes based on Cases (20%)
 - **same day's class and before the case discussion**
 - Open book, multiple choice
2. Homework (25%)
 - Team work based on your submitted HWs
3. Final Exam (35%)
 - Individual Quiz
 - Comprehensive, open book, multiple choice or short answers, online on the Canvas course page

Course Packet (**Required**)

It contains the following 10 Readings and 4 Cases:

HBS Readings

1. Marketing Strategy (8153-PDF-ENG)
2. Marketing Intelligence (8191-PDF-ENG).
3. Segmentation and Targeting (8219-PDF-ENG)
4. Brand Positioning (8197-PDF-ENG)
5. Pricing Strategy (8203-PDF-ENG)
6. Marketing Communications (8186-PDF-ENG)
7. Digital Marketing (8224-PDF-ENG)
8. **Strategies for Two Sided Markets (R0610F-PDF-ENG)**
9. **Marketing in the Age of Alexa (R1803E-PDF-ENG)**
10. Global Marketing (8182-PDF-ENG)

Readings # 8 and 9 are not in the course packet to save you copyright fees (courtesy of the UC Davis Library). You can download them from Canvas course page for free.

HBS Cases

1. Crescent Pure (915539-PDF-ENG)
2. Marketing Transformation at MasterCard (517040-PDF-ENG)
3. Walmart: Navigating a Changing Retail Landscape (717474-PDF-ENG)
4. Colgate Max Fresh: Global Brand Roll Out (508009-PDF-ENG)

Free Textbook!

- **Principles of Marketing** (see <https://open.lib.umn.edu/principlesmarketing/>)
- This book is for your personal reading. Exam Qs will NOT be based on it.

Homework

HW1: Determine consumers' willingness to pay for new product features

HW2: Segmentation of consumers

HW3: Positioning of brands

HW4: Pricing to maximize profit

HW5: Assessing the effectiveness of marketing activities

IBM SPSS Statistics **Standard Version 28**



HW # 1, 4, and 5 can be done in either Excel or SPSS. You will need this software to do cluster analysis for segmentation (HW2) and factor analysis for positioning (HW3). The student version costs \$49 for 6 months rental. It is available on Mac and Windows. **One license can be activated on 2 computers.** See <https://www.hearne.software/SPSS-Selection-v28>

Week-by-Week Teaching Plan

- I will post it on Canvas before March 29 and accordingly send an email to all of you.
- **To prepare for the first class on March 29th, read HBS Reading # 1 in your text pack**

Course Conduct

1. **No make-up final exam.** Block your calendar for **4th June from 9 am to noon in-class exam.**
2. **Keep the camera on throughout** during the zoom sessions.
3. Please do not check emails, surf websites, use smartphones, or send texts. These distractions hinder your learning. Learning demands Attention and Concentration.
4. Absences. If you have to miss classes, make sure you take the scheduled quizzes. **No make-up quizzes.**
5. **Homework. Please form a team of five (5) students to do HWs.** The teaching plan will indicate when the HWs will be assigned and due for submission.
 - Please enter the first and last names of your teammates on this Google Sheet: https://docs.google.com/spreadsheets/d/1pCluQIZdbhvQbla5JIPihtwjiqvrw6f_RMWXaCXCJ4M/edit?usp=sharing

University Policies

1. **Statement on Accommodation.** To seek accommodation for learning disabilities, visit the **Student Disability Center** (at <https://sdc.ucdavis.edu/>) and contact them at sdc@ucdavis.edu or 530-752-3184. Once you receive the Letter of Accommodation, submit it to me as soon as possible within the first two weeks of a course.
2. **Rights and Responsibilities.** Instructor and all students are expected to follow the UC Davis **Principles of Community**, which includes freedom of expression, rejection of discrimination, and other issues (for details, see <https://diversity.ucdavis.edu/principles-community>).
3. **Code of Academic Conduct.** You are required to uphold the University's Regulation 537 on Exams, Plagiarism, Unauthorized collaboration, Lying, Disruption, and other issues. Read the academic code of conduct at this link: <http://sja.ucdavis.edu/files/cac.pdf>. If you are in violation, you will be referred to the Office of Student Judicial Affairs.
4. **Safety and Emergency Preparedness.** Please familiarize with the campus **Emergency Information** at <https://www.ucdavis.edu/emergency/>. To get timely information and instructions about emergencies and situations on campus that may affect your safety, you may register at **UC Davis Warn Me** and **Aggie Alert**. In case of emergency in the classroom or in non-Davis locations, follow the instructions of your instructor.
5. **Special Statement on COVID-19** (see <https://campusready.ucdavis.edu/>). The pandemic brings uncertainty and unexpected stress. As your teacher, I understand that you may face some obstacles in meeting your academic goals. Your safety, health, and well-being are important. Please be aware that UC Davis provides a wide range of remote services such as counseling, tutoring, academic advising, and community building and engagement for its students. If you feel your class performance is affected, please do not hesitate to contact me. I am committed to helping you to meet your learning objectives in this course. Also