

RESIDENTIAL COURSE IN CONTEMPORARY APPLIED MARKETING

Friday, September 16th- Sunday, September 18th

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

Location : Davis, CA

Course Description

Welcome! What would you share with the world if you were an expert marketer? Would you launch your dream business? Would you help someone else launch theirs? Would you redo the marketing plan for your current organization? All too often we see marketing as complicated and mysterious, and that prevents us from sharing great ideas and organizations with the world.

This course will provide students with the keys to sharing important information to large audiences of ideal customers. In other words, this course will teach students the core principles of contemporary applied marketing. This residential is open to students of all marketing levels. In the past, advanced students have discovered more efficient and streamlined strategies for marketing management and CMO roles, and beginners have built a foundation in marketing to become more well-rounded managers.

This course will focus on what I call the “three C’s” of marketing implementation (curate, create, convert). Focus will be on B2C (business-to-consumer), with some B2B (business-to-business) examples provided. Videos, case studies, readings, and guest speakers will enhance the learning experience.

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

Create: Instruction in applied branding, content marketing, and consumer-brand interaction will build upon the “curate” section of the course.

Convert: Instruction will be provided about how to use online marketing tools and technology (martech) and traditional media tools to amplify marketing content from the “create” section of this course. Students will outline a marketing campaign during an in-class workshop.

Course Materials

- Textbook: **Launch (Updated & Expanded Edition)** by Jeff Walker. Hay House Publishing, ISBN: 9781401960230
- Harvard Coursepack: <https://hbsp.harvard.edu/import/950973> Items marked as **[HBS]** are found in the coursepack
- Linked items are available online or through the UC Davis library. If noted with **[VPN]**, 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 database 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 assignments, detailed throughout the syllabus.

Assignment 1: Case Write-Up (20%). A <500-word individual write-up of the assignment outlined in the Academic Session 1. **Due Sept. 9**

Assignment 2: Business Concept Summary (15%). A <500-word individual write-up of the assignment outlined in Academic Session 3. **Due Sept. 9**

Assignment 3: Digital Ad Screenshot (15%). A <250-word individual write-up of the assignment outlined in academic session 3. **Due Sept. 9**

Assignment 4: Mini Marketing Plan (30%). Students will complete a mini marketing pitch in groups during the final section of class outlines in academic session 4. **Due Sept. 19**

Assignment 5: Class Participation (20%). Students must be present in all sections of class and make meaningful contributions to class discussions and workshops.

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

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

Registration and lunch

Residential Academic Session 1

Curate

Friday, 1-2:50 p.m.

Class Introductions: Vanessa Errecarte

Contemporary Marketing Landscape: Vanessa Errecarte

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

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

Friday: 4:00-4:50: Guest speaker (TBD)

Friday, 5:00-7:00 p.m.

Residential Mixer

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 1 Case Write-Up: Due by September 9 (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 words. Please use question numbers in your answers.

- 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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Residential Academic Session 2:

Create: Branding and Content Marketing

Saturday, 9:00-10:50 a.m.

Brand differentiation and brand storytelling: Vanessa Errecarte

Content marketing tools and strategies: Vanessa Errecarte

Saturday, 11:00-12:00 p.m.

Applied branding hands-on workshop

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

Catered lunch

Saturday, 1:00 p.m.-2:00 p.m.

How Healthy Davis Together Used Powerful Content Marketing to Increase Testing Adherence During the Covid-19 Pandemic: Guest Speaker Former Davis Mayor Gloria Partida (TENTATIVE)

Reading

Book:

Skim: "Launch" Chapters 5-7 (*These chapters should be quickly skimmed for main ideas. This book is an excellent "desk reference" to have in the future.*)

Articles:

[*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]**

Individual Written Assignment 2 Business Concept Summary: Due by September 9 (one week prior to class)

Please answer both of the following questions in less than 500 words.

- 1) In one paragraph or less, please describe a company for which you would like to improve or create a marketing plan outline (it can be real, made up, or the company for which you currently work). Note: You just need to describe the company, not how you would create or improve their marketing plan.
 - 2) In one paragraph or less, please describe the **transformation** that the value proposition of that company provides for its consumers. For more information on a "transformation" refer to pages 102-105 of "Launch."
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Residential Academic Session 3:

Convert: Consumer Interaction with Brands Online

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

Social Media Channels and Best Practices: Vanessa Errecarte

Saturday, 3:00- 4:50 p.m.

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

Saturday, 4:30-5:00 p.m.

Marketing Mix: Traditional Media to Support Digital Funnels: Vanessa Errecarte

Saturday, 5:00-7:00 p.m.

Dean's Reception

Reading

Book:

Skim: "Launch" Chapters 6-13 (*These chapters should be quickly skimmed for main ideas. This book is an excellent "desk reference" to have in the future.*)

Individual Assignment 3 Digital Ad Screenshot: Due Sept. 9

Please submit a Word document with a screenshot of a digital ad that caught your attention or led you to make a purchase. In 250 words or less, please describe the main reason(s) the ad led you to make a purchase. Optional: use the triggers listed on pages 68-77 of "Launch."

Residential Academic Session 4:

Convert: Wrap Up

Sunday, 9:00-9:50

Wrap Up: Vanessa Errecarte

Sunday, 10:00-11:00 a.m.

Meta™ and Google Ads Demo: Vanessa Errecarte

Sunday, 10:00 a.m.- 12:00 p.m.

Marketing Plan Implementation Workshop: Vanessa Errecarte

Group Assignment: Due Sept. 19

Marketing Campaign Pitch:

Students will be provided with a marketing pitch outline during Academic Session 4 and will be required to use it to make a hypothetical pitch for a company of their choosing. Instructor assistance will be provided.