



MGP 404Y: Marketing Management

Spring 2023 Course Syllabus

Professor: Jesse Catlin
E-Mail: jrcat@ucdavis.edu (this is the best way to contact me)
Course webpage in Canvas: <https://login.canvas.ucdavis.edu/>

Class Time/Location:

- In-Person: Sacramento Medical Center Campus
 - Saturdays, 9:00am – 12:30pm on 4/1, 4/15, 4/29, 5/13, and 5/27 in MC 1204.
- Zoom: <https://zoom.us/j/94571897220> (all meetings will use the same link)
 - Wednesdays, 6:00pm – 8:00pm on 4/5, 4/12, 4/19, 4/26, 5/3, 5/17, 5/31, and 6/7.
 - Note: There are no “live” meetings on 5/10 and 5/24; online work will be provided on Canvas to be completed asynchronously.

Office Hours: By appointment. Just send an email and we can set up a meeting by phone or Zoom.

Required Materials:

1. **Harvard Coursepack:** Some of the course readings must be acquired by each student directly from Harvard Business Publishing (fee applies) using the following link: <https://hbsp.harvard.edu/import/1040434>

Recommended Material(s):

1. **Textbook:** *Marketing Management*, 6th edition. Author: Dawn Iacobucci
 - Note: The textbook is recommended but not an absolute requirement. Students can opt for previous editions, online, and/or used copies, as desired.

Course Description:

Analysis of market opportunities, elements of market research, development of marketing strategies, market planning and implementations, and control systems. Consumer and industrial markets, market segmentation, pricing strategies, distribution channels, promotion, and sales.

Basis for Final Grade:

Individual Case Write-Ups (7 @ 5% of grade each; 35% of grade total): Each student will answer questions pertaining to the assigned cases. Instructions for these case write-ups will be provided separately.

Marketing Plan Project Presentation (40% of grade): Student groups will deliver an approximately 20-minute presentation (exact length to be determined based on the number of groups) laying out a marketing plan for an organization. Instructions for the project will be provided separately.

In-Class Exercises and Participation (25% of grade): Participation in this course is assessed based on performance during in-class and/or online exercises, discussions, etc. Participation is assessed not only based on quantity, but also quality of comments and insights. Excessive absences (more than 1 session) can also have a negative impact on course grade. When applicable, it is generally expected that students will have cameras on and microphones ready for participation during Zoom meetings. While it is understood that cameras may occasionally need to be turned off, a lack of engagement (including non-use of camera) can also have a negative impact on the course grade.

Grading: Letter grades will be assigned based on the criteria outlined in the most current GSM policies and procedures.

Instructional Approach and Classroom Atmosphere: As a graduate course, a significant portion of the class will be dedicated to discussing real-world business cases and scenarios. I pledge to do my part by facilitating a thought-provoking, interactive class environment with plenty opportunities for us to explore and apply course concepts together. These sessions are intended to allow us, as a group, to dive deeper into various scenarios and think critically about the issues while applying them to actual situations faced by companies. In order for these discussions to be productive, it is imperative that students complete the assigned readings in full prior to each class.

In addition to attending and preparing for class, students are asked to behave in a professional manner in the classroom. This includes treating others with respect and abiding by the UC Davis Principles of Community (<http://occr.ucdavis.edu/poc/>). Students are also asked to refrain from other forms of disruptive behavior which includes the inappropriate use of technology (e.g., texting, instant messaging, email, web surfing), “side-talking” in class, lack of preparation or effort during class, frequently arriving late/leaving early, etc.

Academic Code of Conduct: Students are expected to be aware of and adhere to the UC Davis Academic Code of Conduct. Available at: <http://sja.ucdavis.edu/files/cac.pdf>

Feedback and Communication: It is my personal goal to make this an enjoyable and informative course. I strive to be as accessible to students as possible and to be a helpful resource. Please feel free to contact me directly at any time if you have any questions, comments, or concerns.

Note on Group Work: Some of the work required in this course will be completed in groups. The general policy is to give all members of a group the same score to reflect the collective nature of the assignment. However, it is acknowledged that situations do occur where group member(s) may not contribute adequately. Alternately, there are also situations in which group member(s) go above and beyond expectations in their contribution. Peer assessments will be

collected after the completion of the last group assignment. At the professor's discretion, individual grades may be adjusted to reflect level of contribution.

Course Schedule: The schedule and outline below provides complete overview of the course. If necessary, the contents of this syllabus and the course schedule are subject to change. Please check Canvas regularly for course updates.

SESSION 1 - 4/1 (IN-PERSON)

Topics:

- Introductions
- Syllabus
- Overview of Marketing

Readings (prior to start of class session):

- N/A

Due (prior to start of class session):

- N/A

SESSION 2 - 4/5 (ZOOM)

Topics:

- Consumer Behavior

Readings (prior to start of class session):

- N/A

Due (prior to start of class session):

- N/A

SESSION 3 - 4/12 (ZOOM)

Topics:

- Consumer Behavior

Readings (prior to start of class session):

- Harrah's Case

Due (prior to start of class session):

- Harrah's Case Write-Up

SESSION 4 - 4/15 (IN-PERSON)

Topics:

- Segmentation, Targeting, and Positioning

Readings (prior to start of class session):

- Crescent Pure Case

Due (prior to start of class session):

- Crescent Pure Case Write-Up

SESSION 5 - 4/19 (ZOOM)

Topics:

- New Products / Product Management

Readings (prior to start of class session):

- Chateau Margaux Case

Due (prior to start of class session):

- Chateau Margaux Case Write-Up

SESSION 6 - 4/26 (ZOOM)

Topics:

- New Products / Product Management
- New Product Activity

Readings (prior to start of class session):

- Background research/brainstorming of new product ideas

Due (prior to start of class session):

- N/A

SESSION 7 - 4/29 (IN-PERSON)

Topics:

- Marketing Research
- Conjoint Analysis Activity
- Finalize groups for project

Readings (prior to start of class session):

- A Risk Versus Reward Approach to Market Research Case

Due (prior to start of class session):

- A Risk Versus Reward Approach to Market Research Case Write-Up

SESSION 8 - 5/3 (ZOOM)

Topics:

- Place (Distribution)

Readings (prior to start of class session):

- Invisalign Case

Due (prior to start of class session):

- Invisalign Case Write-Up

SESSION 9 - 5/10 (NO CLASS MEETING)

Topics:

- See Canvas for Online/Asynchronous work to be completed on your own.

SESSION 10 - 5/13 (IN-PERSON)

Topics:

- Branding
- Marketing Communications

Readings (prior to start of class session):

- Dietz & Watson Case

Due (prior to start of class session):

- Dietz & Watson Case Write-Up

SESSION 11 - 5/17 (ZOOM)

Topics:

- Pricing

Readings (prior to start of class session):

- N/A

Due (prior to start of class session):

- N/A

SESSION 11 - 5/24 (NO CLASS MEETING)

Topics:

- Work on Group Project

SESSION 12 - 5/27 (IN-PERSON)

Topics:

- Group Project Presentations

Readings (prior to start of class session):

- N/A

Due (prior to start of class session):

- Group Project Presentation Materials

SESSION 13 - 5/31 (ZOOM)

Topics:

- Pricing

Readings (prior to start of class session):

- New York Times Paywall Case

Due (prior to start of class session):

- New York Times Paywall Case Write-Up

SESSION 14 - 6/7 (ZOOM)

Topics:

- Wrap Up
- Marketing Turnaround Activity

Readings (prior to start of class session):

- Background research/brainstorming of brands/companies that need a marketing “turnaround”.

Due (prior to start of class session):

- N/A

Important Note: If necessary, the contents of this syllabus and the course schedule are subject to change. Please check Canvas regularly for course updates.

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 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.

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.