



Marketing Management MGP 404

Tentative Syllabus
2/14/2014

Contact Information:

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 Meeting ID: TBA
 Password: TBA

Meetings:

Date	Location	Lecture	Topic
3/30	UCDMC	Lecture 1	Introduction to Marketing Management
4/2	Zoom	Lecture 2a	Segmentation, Targeting, Positioning
4/9	Zoom	Lecture 2b	Segmentation, Targeting, Positioning
4/13	UCDMC	Lecture 3	Customer Value
4/16	Zoom	Lecture 4a	Customer Behavior
4/23	Zoom	Lecture 4b	Marketing Intelligence
4/27	UCDMC	Lecture 5	Pricing
4/30	Zoom	Lecture 6a	Managing Products
5/7	Zoom	Lecture 6b	Managing Brands
5/11	UCDMC	Lecture 7	Advertising
5/14	Zoom	Lecture 8a	Channels and Sales Management
5/21	Zoom	Lecture 8b	Channels and Sales Management
5/25	UCDMC	Lecture 9	Marketing and Technology
5/28	Zoom	Lecture 10	Special Topics
6/4	Zoom	Lecture 10	Class Wrap-Up

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

Course Description and Learning Objectives: 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, Segmentation & Targeting, Positioning, Product Management, 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., digital marketing, omnichannel retailing, platform marketing, marketing and technology).

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. Define and implement a marketing strategy

The core course aims to broaden and deepen your understanding of marketing.

Readings and Additional Course Material:

- *HBS Readings:*
 - Creating Customer Value (8176)
 - Consumer Behavior and the Buying Process (8167)
 - Developing and Managing Channels of Distribution (8149)
 - Framework for Marketing Strategy Formation (8513)
 - Marketing Intelligence (8191-PDF-ENG)
 - Marketing Communication (8186)
 - Pricing Strategy (8203)
 - Product Policy (8208)
 - Segmentation and Targeting (8219)
- *Cases:* Preparation questions for these cases are on Canvas, and at the end of this syllabus.
 - Calyx Flowers: Managing Profitable Growth, Kellogg Case
 - Château Margaux: Launching the Third Wine (9-513-107)
 - Apple Stores (9-502-063)
 - Indigo Agriculture: Harnessing Nature (9-620-024)
- *Simulation:* Conjoint Analysis: Online Tutorial, by Elie Ofek and Olivier Toubia (514712-HTM-ENG)

Additional Readings will be distributed through Canvas.

Schedule

Graded Assignments

1. Introduction to Marketing Management (Date: 3/30) UCDMC

Required Reading:

- Framework for Marketing Strategy Formation

Optional Reading:

- Analytic Foundations for Marketing Decisions:

<https://afmd.prod.wharton.revsys.com/images/MKTG%20Analytic%20Foundations.pdf>

2. Segmentation, Targeting, and Positioning (Dates: 4/2 and 4/9) ZOOM

Required Reading:

- Segmentation and Targeting

Optional Readings:

<https://hbr.org/2014/07/what-you-need-to-know-about-segmentation>

<https://hbr.org/2019/07/designing-smart-home-products-that-people-will-actually-use>

Case Discussion: Calyx Flowers

3. Customer Value (Date: 4/13) UCDMC

Required Reading:

- Creating Customer Value

Optional Readings:

- The Customer Decision Journey (On Canvas)
- Customer-Based Valuation (On Canvas)

4. Consumer Behavior and Marketing Intelligence (Date: 4/16 and 4/23) ZOOM

Assigned Readings:

- Consumer Behavior and the Buying Process
- Marketing Intelligence

Optional Readings:

- Using ChatGPT for Market Research, (on Canvas)
- Note on Conjoint Analysis, John Hauser (on Canvas)
- <https://sloanreview.mit.edu/audio/marketing-with-generative-ai-harvard-business-schools-ayelet-israeli/>

On your own: Simulation Conjoint Analysis: Online Tutorial, by Elie Ofek and Olivier Toubia (514712-HTM-ENG)

In class Activity: Applied regression analysis for marketing in Python:(<https://colab.research.google.com/>)

Quiz # 1: Lectures 1, 2, and 3

5. Extracting Value: Pricing and Monetization (Date: 4/27) UCDCM

Reading: Pricing Policy

In Class Activity: Computing Price Elasticity in Python

6. Managing Products and Brands (Date: 4/30 and 5/7) ZOOM

Reading: Product Policy

Optional Readings:

- The Brand Relationship Spectrum (to be added on Canvas)
- The Science of Creating Brand Associations (to be added on Canvas)

Case Discussion and Quiz: Château Margaux

7. Advertising (Date: 5/11) UCDCM

Assigned Readings:

- Marketing Communication

In Class Activity: Measuring ROI of Advertising and Resource Allocation

Quiz # 2: Lectures 4, 5 and 6

8. Delivering Value: Channel and Sales Management (Date: 5/14 and 5/21) ZOOM

Assigned Readings:

- Developing and Managing Channels of Distribution

Case Discussion and Quiz: Apple Stores

Homework 1 Due

9. Marketing and Technology (Date: 5/25) UCDMC

Assigned Readings:

Case Discussion and Quiz: Indigo

10. Special Topics (Date: 5/28 and 6/4) ZOOM

Assigned Readings: TBA

Quiz # 3: Lectures 7, 8, and 9

Marketing Plan Due

Homework 2 Due

Grading: Grades will be based on class participation, assigned homework, quizzes, and a final project.

1. Individual Quizzes (25%)
 - a. 3 individual quizzes from readings and lectures (15%)
 - b. 3 individual quizzes on cases (10%)
2. Homework 1 (15%)
3. Homework 2 (15%)
4. Marketing Plan Project (30%)
5. Participation (15%)

Late submissions will not be graded.

Participation: Students are expected to be prepared for class by completing assigned readings and cases, and are expected to participate in class discussions and group exercises. Highly-rated class participation involves thoughtful comments and questions, not just “floor time” or repetition of facts from the readings.

Class Courtesy and Etiquette

All lectures are mandatory:

Attendance will be taken every class. Missing classes WILL have an impact on your final grade

All assignments have to be submitted on time

Missing to do so will result in losing *all* the points for this particular assignment.

No make-up quiz, assignment or homework will be organized

Arrive on time

It is expected that all class members will treat each other with respect and dignity.

- It is not acceptable to insult, harass, or demean any member of the class.
- Professional business behavior should be modeled in the classroom.

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.

Academic Integrity

All students who take this course are governed by the Univ. of California's standards of ethical conduct for students. These sections set forth the responsibilities of students and faculty to maintain a spirit of academic honesty and integrity. It is essential that you are aware of this code of conduct and the disciplinary actions that may be taken in the event of a violation. A copy of the Code of Academic Conduct may be found in your student handbook or at <https://ossja.ucdavis.edu/code-academic-conduct>. Further details may be obtained from the GSM Associate Dean or the Office of Judicial Affairs.

COVID-19

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. See also <https://campusready.ucdavis.edu/>

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.

Student Wellness

You deserve respect, and are encouraged to [practice self-care](#) so that you can remain focused and engaged; that might mean getting a drink of water, leaving to use the restroom, taking a moment to stretch, or doing something else you need to do to take care of yourself. Please be respectful of others by minimizing distractions when practicing self-care – especially in lab, field or studio settings where safety is imperative.

College life can be overwhelming at times but know that you are not alone if you're feeling stressed. For many of us, systems of oppression such as racism, sexism, heterosexism or cissexism may cause additional stress. Please remember to practice self-care and reach out for support if and when you need it.

You can visit [Virtual UC Davis](#) to find resources related to health and well-being, academics, basic needs (food and housing) and more.

Disclaimer

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

Case Preparation Questions

- The questions below are here to help you read through the cases.
- You do not need to prepare case reports.
- Except for Calyx Flowers, each case discussion will start with a graded quiz on facts on the case, i.e., there will be a graded quiz for the Chateau Margaux, Apple Stores, and Indigo cases.

Calyx Flowers

1. What is the primary cause of Calyx's problem? What is the key actionable reason for the weak performance?
2. What is important to people when they buy flowers? What attributes/benefits do they care about when choosing a flower retailer?
3. What should the Calyx do?

Château Margaux

1. What is the strategic role of the third wine?
2. How should it be positioned in light of the two other wines produced by CM?
3. If you were in charge of launching the new wine, what would your marketing plan be?
4. How much profit do you expect to make on the sale of the third wine?

Apple Stores

1. What are the reasons Apple needed its own stores?
2. What benchmark(s) would you use to evaluate the success of Apple stores? Why?
3. What is so special about the store elements?

Indigo

1. What differentiates Indigo's R&D process from those of other startups and other agriculture companies?
2. To what extent are there complementarities between Indigo's microbial seed coating business and its Indigo Marketplace business?
3. How does Indigo use data to support its operating and business models?