

Marketing Management (MGB 404Y)

Instructor

Prof. Prasad A. Naik

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Brief Bio

I graduated as a Chemical Engineer from ICT (formerly UDCT, Bombay) and then worked at Dorr-Oliver Ltd. in B2B sales. Then I studied MBA from the IIMC and worked at GlaxoSmithKline (now Unilever) in sales management to manage wholesalers, retailers, and salesforce and later in brand management to launch new products and build strong brands. I hold a PhD in Marketing from the University of Florida. I am serving as a faculty at UC Davis for the past 25 years.

As a professor, I build knowledge and talent. My research advances knowledge. Teaching develops talented students like you. Research and teaching are two sides of the same coin. Both activities change beliefs and **complement** each other.

I love teaching. On three occasions, GSM MBA students voted me as the *Professor of the Year*. I coached MSBA students who won 1st, 2nd (twice), and 3rd Prizes out of thousands of teams globally in the Adobe Analytics Challenge. In 2023, the Medill School of Northwestern University conferred on me the prestigious *Don Schultz Award* for excellence in research, teaching, and practice of Integrated Marketing Communications.

Class Meetings

- In-Person Meetings on Saturdays:
 - April 6, 20
 - May 4, 18
 - **June 1st – this class will be via Zoom as I will be traveling for work**
 - All Saturday classes meet from 9 am to 12:30 pm
- Zoom Meetings on Wednesdays:
 - April 3, 10, 17, 24
 - May 1, 8, 15, 22, 29
 - June 5
 - All Wednesday classes meet from 6 pm to 8 pm via Zoom
- Exams:
 - **Midterm Exam: May 4th**
 - **Final Exam: June 8th**
 - **No make-up exams for midterm and finals. So please mark your calendars now.**

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, extending existing products, and building strong brands. To this end, managers consider “5Cs” of marketing: customers, competition, collaborators, context, and company. They then think in terms of “STP”: segmentation, targeting, and positioning. Finally they decide on the “4Ps” of marketing: product, price, place, and promotion.

Based on this framework of 5Cs, STP, and 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, and Platform Marketing. In sum, you will learn the enduring concepts (e.g., STP, 5Cs, 4Ps) and the emerging issues (e.g., online and social media, online retailing, platform marketing).

Upon completion of this course, you will possess 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 effectiveness of marketing actions
5. Shape the future of marketing via platforms.

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

Course Format

The course consists of three features: Lecture, Case, and Homework (HW).

1. Lectures cover and complement the main marketing concepts described in the Readings. The eight readings in your course packet are from the core curriculum at the Harvard Business School (HBS). Lectures will be conducted in the hybrid format (in-person and zoom).
2. We will cover four cases: **Crescent Pure (Product Launch), When Pricing is Unethical (Pricing), MasterCard (MarCom), and Amazon vs. Walmart (Distribution)**. 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 (**not just skim it**). Your knowledge of the relevant facts and issues of the case will be tested via quizzes.

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 the case discussion, and then you will present your thoughts and reasoning to your classmates. That helps you build your confidence in your reasoning, defending your views, and incorporating others' views to learn collectively.

3. HWs require analyzing data using the SPSS software. No prior knowledge of SPSS is required. In-class lectures and zoom lectures will explain how to use SPSS to analyze marketing data in HW assignments. HWs will be conducted and submitted in teams of 5 students. The same team will be used for all HWs. Please form your team **before the first Saturday class (April 6th)**. Do so by entering your first and last name in this google sheet: https://docs.google.com/spreadsheets/d/1bCPs88mwa2SczMKNPbS5n_AHZ4Pf5ONdDXf-E9k4nvs/edit#gid=125930713

Grading

1. Individual Quizzes (40%)
 - 5 content quizzes based on Readings and Lectures (20%)
 - One lowest scoring quiz will be dropped from your final score
 - 4 quizzes based on Cases (20%)
 - The case-based quizzes are scheduled on days of the case discussions
 - Quizzes are administered online via the Canvas course page
2. Homework (20%)
 - Based on your team HW report
3. Midterm Exam (20%)
 - In-class, online quiz, closed notes and locked browser
4. Final Exam (20%)
 - Take from anywhere, online quiz, open notes and open browser
5. Letter Grades
 - Your total score and your cohort's scores will be grouped into five quintiles (e.g., 10%, 50%, 75%, and 90%) and then assigned the letter grades A+, A, A-, B+ and B accordingly. For example, the top 10% gets A+, above the median gets A- or higher, and so on.

Course Packet **(Required)**

It contains the following 8 Readings and 4 Cases:

HBS Readings

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

Readings # 7 and 8 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. When Pricing is Unethical? (W74C85-PDF-ENG)
3. Marketing Transformation at MasterCard (517040-PDF-ENG)
4. Amazon vs. Walmart: Clash of Business Models (001SMU-PDF-ENG)

Homework

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

HW2: Segmentation of consumers

HW3: Positioning of brands

HW4: Pricing to maximize profit

IBM SPSS Statistics **Standard Version 29**



HW # 1 and 4 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. To complete the HWs, ideally all members, but at least a few, in every team must buy the software, which is available at <https://www.hearne.software/SPSS-Grad-Pack-Selection-v29>

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.

Course Conduct

1. **No make-up for the midterm exam, final exam, and all the quizzes.**
2. **Keep the camera "on" throughout** during the zoom sessions.
3. During class times, do not check emails, surf websites, use smartphones, or send texts. It hinders your learning because of diverted attention and diffused concentration.
4. **Absences.** If you have to miss classes, do so; but make sure you take the scheduled quizzes. **No make-up quizzes will be offered.**

(Tentative*) Teaching Plan

<i>Week</i>	<i>Class</i>	<i>Date</i>	<i>Topics</i>	<i>Pre-class Readings</i>
1	Wednesday	April 3	<ul style="list-style-type: none"> • Course Overview • Marketing Strategy 	No Readings
1	Saturday	April 6	<ul style="list-style-type: none"> • Market Research • Segmentation & Targeting <p>Quiz 1 -- Based on Week 1 content (April 3 and 6) Complete the quiz before midnight today</p>	Reading 1 Reading 2
2	Wednesday	April 10	<ul style="list-style-type: none"> • SPSS Introduction 	No Readings
3	Wednesday	April 17	<ul style="list-style-type: none"> • Product Design <ul style="list-style-type: none"> • Conjoint Analysis (SPSS) • HW1 assigned 	No Readings
3	Saturday	April 20	<ul style="list-style-type: none"> • Segmentation <ul style="list-style-type: none"> • Cluster Analysis (SPSS) • HW2 assigned • Breakout in Teams <ul style="list-style-type: none"> ○ Complete HW 1 in-class ○ HW 1 due before midnight today 	No Readings
4	Wednesday	April 24	<ul style="list-style-type: none"> • Positioning 	Reading 3
5	Wednesday	May 1	<ul style="list-style-type: none"> • Brand Maps <ul style="list-style-type: none"> • Factor Analysis (SPSS) • HW3 assigned 	No Readings
5	Saturday	May 4	<p>Midterm Exams</p> <ul style="list-style-type: none"> • Hold this date in Class 1 – no makeup exam • Content up to May 1st <ul style="list-style-type: none"> ○ Readings, Lectures, and HW1 ○ In-class and via zoom ○ No SPSS, Multiple Choice and Short Essays, Approx. 90 minutes, On Canvas, Lockdown Browser, Closed Notes <p>Quiz before the Case Discussion Today</p> <ul style="list-style-type: none"> • Crescent Pure Case Discussion • Breakout in Teams <ul style="list-style-type: none"> ○ Complete HWs 2 and 3 in-class ○ HWs 2 and 3 due before midnight today 	Case 1
6	Wednesday	May 8	<ul style="list-style-type: none"> • Pricing <p>After class content quizzes Quiz 2 -- Based on Weeks 2 & 3 Quiz 3 -- Based on Week 4 & 5 Complete both quizzes before midnight today</p>	Reading 4

7	Wednesday	May 15	<ul style="list-style-type: none"> Setting the right price (Excel) HW4 assigned 	No Readings
7	Saturday	May 18	<p>Quizzes before the two Case Discussions Today</p> <ul style="list-style-type: none"> Unethical Pricing Master Card Case Discussion Breakout in Teams <ul style="list-style-type: none"> Complete HW 4 in-class HW 4 due before midnight today 	Case 2 Case 3
8	Wednesday	May 22	<ul style="list-style-type: none"> MarCom <p>After class content quizzes Quiz 4 -- Based on Weeks 6 & 7 Complete the quiz before midnight today</p>	Readings 5 & 6
9	Wednesday	May 29	<ul style="list-style-type: none"> MarCom <ul style="list-style-type: none"> Attribution, Budgeting and Allocation 	No Readings
9	Saturday (Not In-Person)	June 1 st Via Zoom	<p>Quiz before the Case Discussion Today</p> <ul style="list-style-type: none"> Amazon vs. Walmart Case Discussion Distribution Channels Platform Marketing <p>After class content quizzes Quiz 5 -- Based on Weeks 8 & 9 (MarCom only) Complete the quiz before midnight today</p>	Case 4 Readings 7 & 8
10	Wednesday	June 5	<ul style="list-style-type: none"> Course Review Practice Qs will be posted on Canvas <ul style="list-style-type: none"> Come prepared with questions to ask <ul style="list-style-type: none"> We will review only those concepts 	No Readings
11	Saturday	June 8	<p>Final Exam</p> <ul style="list-style-type: none"> Hold this date in Class 1 – no makeup exam Comprehensive, Multiple Choice and Short Essays, Approx. 90 minutes, On Canvas, Take from anywhere, Open Notes, Laptop, Browser 	

* Subject to change based on the actual coverage in class and other uncertainties.

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.
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/>). Your safety, health, and well-being are important to me. Please feel free to approach me. 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. Last but not least, UC Davis provides a wide range of remote services such as counseling, tutoring, academic advising, and community building and engagement for students.