

## Marketing Management (MGB 404Y)

### Instructor

Prof. Prasad A. Naik

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My Publications: <https://scholar.google.com/citations?hl=en&user=AXZh3JcAAAAJ>

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### Brief Bio

I graduated as a Chemical Engineer from ICT (formerly UDCT) and 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 over 25 years.

As a professor, I build knowledge and talent. My research advances knowledge. My 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 1<sup>st</sup>, 2<sup>nd</sup> (twice), and 3<sup>rd</sup> 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 5, 19
  - May 3, **May 17<sup>th</sup> -- this class will be via Zoom as I will be traveling for work**
  - May 31, June 7
  - All Saturday classes meet from 9 am to 12:30 pm
- Zoom Meetings on Wednesdays:
  - April 2, 9, 16, 23, 30
  - May 7, 14, 21, 28, June 4
  - All Wednesday classes meet from 6 pm to 8 pm via Zoom
- Exams:
  - **Midterm Exam: May 3<sup>rd</sup>**
  - **Final Exam: June 7<sup>th</sup>**
  - **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, Platform Marketing, and AI in 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, and AI).

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 two-sided platforms and AIs.

Thus, this core course will teach you the thinking and practice of Marketing.

## Course Format

The course comprises the four features: Lectures, Cases, Homework (HWs), and the Gen AI Bot.

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 the four cases: TheYes App (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 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 data analysis 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 on or before the end of the first Saturday's class (April 5<sup>th</sup>)**. To do so, enter your first name, last name, and your **gmail ID** in this google sheet:

[https://docs.google.com/spreadsheets/d/1bCPs88mwa2SczMKNPbS5n\\_AHZ4Pf5ONdDXf-E9k4nvs/edit?pli=1&gid=1624648952#gid=1624648952](https://docs.google.com/spreadsheets/d/1bCPs88mwa2SczMKNPbS5n_AHZ4Pf5ONdDXf-E9k4nvs/edit?pli=1&gid=1624648952#gid=1624648952)

4. **Ask Athena!** To facilitate your learning, I have developed the Gen AI bot for this course and named it *Ask Athena!* She will answer your questions 24 x 7 on the topics covered in this course. To access it, please include your gmail.com ID (not the ucdavis.edu ID that I already have) in the above Google sheet.

### 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 quiz is scheduled on the day of the case discussion
  - 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%)
  - In-class, online quiz, closed notes, and locked browser

### 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. How to Design an AI Marketing Strategy (S21041-PDF-ENG)

Readings 7 and 8 are provided free on the Canvas course page (courtesy UC Davis Library) and hence not included in your text pack so that you save copyright fees.

### HBS Cases

1. TheYes App: AI in Retailing ((521070-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 30



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-v30>

### 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 diverts your attention, diffuses your concentration, and thus hinders your learning.
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 2	<ul style="list-style-type: none"> <li>• Course Overview</li> <li>• Marketing Strategy</li> </ul>	No Readings
1	Saturday	April 5	<ul style="list-style-type: none"> <li>• Market Research</li> <li>• Segmentation &amp; Targeting</li> </ul> <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 9	<ul style="list-style-type: none"> <li>• SPSS Introduction</li> </ul>	No Readings
3	Wednesday	April 16	<ul style="list-style-type: none"> <li>• Product Design <ul style="list-style-type: none"> <li>• Conjoint Analysis (SPSS)</li> <li>• HW1 assigned</li> </ul> </li> </ul>	No Readings
3	Saturday	April 19	<ul style="list-style-type: none"> <li>• Segmentation <ul style="list-style-type: none"> <li>• Cluster Analysis (SPSS)</li> <li>• HW2 assigned</li> <li>• Breakout in Teams <ul style="list-style-type: none"> <li>○ Complete HW 1 in-class</li> <li>○ HW 1 due before midnight today</li> </ul> </li> </ul> </li> </ul>	No Readings
4	Wednesday	April 23	<ul style="list-style-type: none"> <li>• Positioning</li> </ul>	Reading 3
5	Wednesday	April 30	<ul style="list-style-type: none"> <li>• Brand Maps <ul style="list-style-type: none"> <li>• Factor Analysis (SPSS)</li> <li>• HW3 assigned</li> </ul> </li> </ul>	No Readings
5	Saturday	<b>May 3</b>	<p><b>Midterm Exams</b></p> <ul style="list-style-type: none"> <li>• Hold this date in Class 1 – no makeup exam</li> <li>• Content up to April 30<sup>th</sup> <ul style="list-style-type: none"> <li>○ Readings, Lectures, and HW1</li> <li>○ In-class exam, Paper-pencil-scantron, No SPSS, Multiple Choice and Short Essays, Approx. 90 minutes, Closed Notes</li> </ul> </li> </ul> <p>Quiz before the Case Discussion Today</p> <ul style="list-style-type: none"> <li>• TheYes App: AI in Retailing</li> <li>• Breakout in Teams <ul style="list-style-type: none"> <li>○ Complete HWs 2 and 3 in-class</li> </ul> </li> </ul>	Case 1
6	Wednesday	May 7	<ul style="list-style-type: none"> <li>• Pricing</li> </ul> <p>After class content quizzes Quiz 2 -- Based on Weeks 2 &amp; 3 Quiz 3 -- Based on Week 4 &amp; 5 Complete both quizzes before midnight today</p>	Reading 4
7	Wednesday	May 14	<ul style="list-style-type: none"> <li>• Setting the right price (Excel)</li> </ul>	No Readings

			<ul style="list-style-type: none"> <li>• HW4 assigned</li> </ul>	
7	Saturday (Not In-Person)	May 17 Via Zoom	<p><b>Quizzes before the two Case Discussions Today</b></p> <ul style="list-style-type: none"> <li>• Unethical Pricing</li> <li>• Master Card Case Discussion</li> <li>• Breakout in Teams <ul style="list-style-type: none"> <li>○ Complete HW 4 in-class</li> <li>○ <b>HWs 2 and 3 due before midnight today</b></li> </ul> </li> </ul>	Case 2 Case 3
8	Wednesday	May 21	<ul style="list-style-type: none"> <li>• MarCom</li> </ul> <p>After class content quizzes Quiz 4 -- Based on Weeks 6 &amp; 7 <b>Complete the quiz before midnight today</b></p>	Readings 5 & 6
9	Wednesday	May 28	<ul style="list-style-type: none"> <li>• MarCom <ul style="list-style-type: none"> <li>• Attribution, Budgeting and Allocation</li> </ul> </li> <li>• <b>HW 4 due before midnight today</b></li> </ul>	No Readings
9	Saturday	May 31	<p><b>Quiz before the Case Discussion Today</b></p> <ul style="list-style-type: none"> <li>• Distribution Channels</li> <li>• Amazon vs. Walmart Case Discussion</li> <li>• Platform Marketing</li> <li>• AI in Marketing</li> <li>• <b>Guest Speaker</b></li> </ul> <p>After class content quizzes Quiz 5 -- Based on Weeks 8 &amp; 9 (MarCom) <b>Complete the quiz before midnight today</b></p>	Case 4 Reading 7 Reading 8
10	Wednesday	June 4	<ul style="list-style-type: none"> <li>• <b>Course Review</b></li> <li>• Practice Qs posted on Canvas <ul style="list-style-type: none"> <li>○ Come prepared with questions to ask</li> <li>○ Review of Qs that you ask in class</li> </ul> </li> </ul>	No Readings
11	Saturday	<b>June 7</b>	<p><b>Final Exam</b></p> <ul style="list-style-type: none"> <li>• <b>Hold this date in Class 1 – no makeup exam</b></li> <li>• <b>All content from April 2<sup>nd</sup> up to June 4<sup>th</sup></b></li> <li>• <b>In-class exam, Paper-pencil-scantron, No SPSS, Multiple Choice and Short Essays, Approx. 90 minutes, Closed Notes, and Comprehensive (all 10 classes)</b></li> </ul>	

**\* 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](mailto: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 include 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, academic advising, and community building and engagement for students.