Marketing Management (MGP/B 204)

Instructor: Prof. Prasad A. Naik
UC Davis: https://www.linkedin.com/in/prasad-a-naik-a868a459. Please feel free to connect.
All My Pubs: https://prasadnaik.faculty.ucdavis.edu/

Office Hours: For video-conferencing, we can use Zoom (I will send the link) or Skype (my id pnaik007). For in-person meeting, please email me (panaik007@gmail.com) to arrange a mutually suitable date and time.

Course Description

Marketing creates business value by designing and launching new products, growing existing products, and building strong brands. To this end, marketers first 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 (Class 1), Marketing Research (Class 2), Segmentation & Targeting (Class 3), Positioning (Class 4), Pricing (Class 6), Marketing Communications (Class 7), Distribution (Class 8), Platform Marketing (Class 9), and Global Marketing (Class 10). These ten classes cover both the enduring concepts (e.g., PLC, STP, 4Ps, 5Cs) and the emerging issues (e.g., online media, online retailing, platform marketing, bot marketing).

The classes use a mix of lectures, readings, cases, and homework (HW) assignments. Lectures and readings furnish the concepts of marketing. The 15 readings in your course packet are mainly based on the core curriculum content taught at the Harvard Business School.

The 5 cases offer you the opportunities to apply these concepts to real decision problems such as positioning a new brand (Crescent Pure), using social media (Master Card), or launching new products globally (Colgate Max Fresh). Through the readings and cases, you will learn the language of marketing: talk-the-talk.

Homework presents analytic tools to "do" marketing: walk-the-talk. In five HW assignments, you will acquire new skills to use analytical tools to

- Determine the willingness to pay for new product features (**HW 1**)
- Segment consumers (**HW 2**)
- Create perceptual maps (**HW 3**)
- Set the right price and predict market share (**HW 4**)
- Assess the effectiveness of your marketing mix (**HW5**)
- Determine optimal marketing budget and allocate it to marketing mix (**HW 5**).

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

Grading:
- Participation (10%)
- Homework (40%) – one of your least scoring HW will be dropped.
- Final Exam (50%)

Course Packet (Required). It contains the following Readings and Cases:

HBS Readings
1. Marketing Strategy (8153-PDF-ENG)
2. Seven Questions of Marketing Strategy (UV2974-PDF-ENG)
3. Marketing Intelligence (8191-PDF-ENG).
4. Segmentation and Targeting (8219-PDF-ENG)
5. Brand Positioning (8197-PDF-ENG)
6. Pricing Strategy (8203-PDF-ENG)
7. Strategies to Fight Low Cost Rivals (R0612F-PDF-ENG)
8. Marketing Communications (8186-PDF-ENG)
9. Digital Marketing (8224-PDF-ENG)
10. Advertising Analytics 2.0 (R1303C-PDF-ENG)
11. Developing and Managing Distribution Channels (8149-PDF-ENG)
12. The Rise of the Platform Enterprise
    - Free Download: https://www.thecge.net/app/uploads/2016/01/PDF-WEB-Platform-Survey_01_12.pdf
13. Strategies for Two Sided Markets (R0610F-PDF-ENG)
14. Marketing in the Age of Alexa (R1803E-PDF-ENG)
15. Global Marketing (8182-PDF-ENG)

HBS Cases
1. Crescent Pure (915539-PDF-ENG)
2. Marketing Transformation at MasterCard (517040-PDF-ENG)
3. Walmart: Navigating a Changing Retail Landscape (717474-PDF-ENG)
4. PayTM: Building a Payments Network (517091-PDF-ENG)
5. Colgate Max Fresh: Global Brand Roll Out (508009-PDF-ENG)

IBM SPSS Software (Required to do HWs):

You need to buy IBM SPSS Statistics Standard Version 25. This software allows you to analyze marketing data using cluster analysis for segmentation, factor analysis for positioning, and regression for marketing mix. The student version costs $49 for 6 months rental. It is available on Mac and Windows. The license can be activated on 2 computers.

Download link: https://www.hearne.software/Software/SPSS-Grad-Packs-for-Students-by-IBM/Editions.

Optional Textbook: *Harvard Business School Essentials: Marketer's Toolkit.* ISBN-13 number is 978-1591397625. It's a simplified version of the HBS Readings in your course packet. So you need not buy it. Students without prior exposure to marketing find it beneficial to get a gentle introduction to the content covered in the assigned HBS Readings.

The book is available at Amazon: https://www.amazon.com/dp/1591397626/ref=rdr_ext_tmb

Tentative Plan

Class	Topics	Optional Book's	HBS Readings	HBS Cases	HW
1	• Course Overview • Marketing Strategy	Chapter 1 Chapter 2	Reading 1 Reading 2		
2	• Market Research • Conjoint Analysis (SPSS)	Chapter 3	Reading 3		HW1 Partworth and WTP
3	• Segmentation & Targeting • Cluster Analysis (SPSS)	Chapter 4	Reading 4		HW2 WTP Data
4	• Positioning	Chapter 5	Reading 5	Case 1: Crescent Pure	
5	• Factor Analysis (SPSS)				HW3 Positioning Maps
6	• Pricing	Chapter 9	Reading 6 Reading 7		HW4 Optimal Pricing
7	• Marketing Communications • Regression Analysis (SPSS)	Chapter 10 Chapter 11	Reading 8 Reading 9 Reading 10	Case 2: Master Card	HW5 Optimal Marketing Mix
8	• Distribution Channels		Reading 11 Reading 12	Case 3: Walmart	
9	• Platform Marketing • Bot Marketing		Reading 12 Reading 13 Reading 14	Case 4: PayTM	
10	• Global Marketing • Review and Q&A	Chapter 12	Reading 15	Case 5: Colgate Max Fresh	
11	Final Exam				

Remarks

- Class 1 is mandatory. Please ensure that you attend it to avoid losing 10 points from your final score

- Readings and cases should be read before the scheduled class meeting. The readings and cases for this course comprise 505 pages total. That means you need to allocate a minimum of 2 hours per week for 10 weeks (or 4 hours per two-week class sessions) for reading and comprehension. Ideally, to get the most value (i.e., learning) from this course, you should read the assigned materials twice: first time 2 weeks prior to the class meeting; second time in 1 week prior to the class meeting to reflect and encode the concepts.

- No make-up for the Final Exam. So definitely plan your calendar accordingly to ensure that you avoid scheduling conflicts.

- Be respectful: When a class is in session, please do not check emails, visit Facebook, attend to smartphones, surf websites, or send texts. Such behaviors distract my teaching. Use laptops in class, but prudently: for taking notes, doing SPSS analysis, or when I explicitly request you to access the Internet for pedagogical purposes.

- Academic Code of 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