



MGT 248: Marketing Strategies

Fall 2021 Course Syllabus

Professor: Jesse Catlin
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Course webpage in Canvas: <https://login.canvas.ucdavis.edu/>

Class Time/Location: Wednesdays, 9:00am – 11:50am in GH-1302
▪ Meeting Dates: 9/22, 9/29, 10/6, 10/13, 10/20, 10/27, 11/3, 11/10, 11/17, 12/1

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/861164>
2. **Additional Articles:** Some of the course readings can be accessed electronically at no charge through the UC Davis library website. Separate instructions on how to access these articles will be posted to Canvas.

Catalog Description: Examines process by which organizations develop strategic marketing plans. Includes definition of activities and products, marketing audits, appraising market opportunities, design of new activities and products, and organizing marketing planning function. Applications to problems in private and public sector marketing.

Basis for Final Grade:

Individual Short Case Write-Ups (4 @ 10% of grade each): Each student will submit responses to questions related to each of four assigned cases. Instructions for these case write-ups will be provided separately.

Marketing Project Presentation (40% of grade): Each group will deliver an approximately 20 minute presentation (exact length to be determined based on the number of groups) in which they develop a strategic marketing plan for a new product or service. There is no written report required to accompany the presentation; thus, it is important that the presentation be well-executed and clear. Creativity is encouraged. Detailed instructions for this group project will be provided separately.

In-Class Exercises and Participation (20% of grade): Participation in this course is assessed based on performance during in-class exercises and contributions to class discussions. Note that exercises not finished in class may be assigned as homework as needed. Contributions to in-class discussions are evaluated 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.

Grading: Letter grades will be assigned based on the criteria outlined in the most current GSM policies and procedures (https://gsm.ucdavis.edu/sites/main/files/file-attachments/gsm_policies_and_procedures_0.pdf).

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.

Week 1 9/22

Topics:

- Introductions/Welcome/Syllabus
- Overview of Marketing Strategy

Readings (prior to start of class session):

- Article: *Marketing Myopia*

Due (prior to start of class session):

- N/A

Week 2 9/29

Topics:

- Consumers, Relevance, & Value
- Persuasion/Influence and Dark Patterns Exercise

Readings (prior to start of class session):

- Marketing Reading: *Consumer Behavior and the Buying Process*
- Article: *Marketers Need to Stop Focusing on Loyalty and Start Thinking About Relevance*
- Article: *The Elements of Value*

Due (prior to start of class session):

- Marketing Myopia/Marketing Relevance Response

Week 3 10/6

Topics:

- Developing Marketing Strategies
- Segmentation & Targeting & Positioning

Readings (prior to start of class session):

- Marketing Reading: *Framework for Marketing Strategy Formation*
- Case: *Red Lobster*

Due (prior to start of class session):

- Red Lobster Case Write-Up

Week 4 10/13

Topics:

- Product Management & New Product Launch Strategies
- New Products Activity (Launching a New Dog Leash)

Readings (prior to start of class session):

- Case: *Chase Sapphire: Creating a Millennial Cult Brand*

Due (prior to start of class session):

- Chase Sapphire Case Write-Up

Week 5 10/20

Topics:

- Marketing Research & Analytics
- Data Analytics Simulation (in-class)

Readings (prior to start of class session):

- Marketing Reading: *Marketing Intelligence*
- Case: *Data-Driven Management of Blue Detergent (Simulation Background)*

Due (prior to start of class session):

- Marketing Project Proposal

Week 6 10/27

Topics:

- Marketing Research & Analytics
- Regression Exercise

Readings (prior to start of class session):

- Background Reading: *Linear Regression: A High-Level Overview*

Due (prior to start of class session):

- N/A

Week 7 11/3

Topics:

- Promotional Strategies
- Spread of Ideas Activity

Readings (prior to start of class session):

- Marketing Reading: *Marketing Communications*

Due (prior to start of class session):

- N/A

Week 8 11/10

Topics:

- Marketing Strategy Audits

- Marketing Strategy Exercise (Managing COVID Test Inventory)

Readings (prior to start of class session):

- Case: *Subway: Problems with Place, Product, and Price*
- Article: *Maker of Popular Covid Test Told Factory to Destroy Inventory* (NY Times)

Due (prior to start of class session):

- Subway Case Write-Up

Week 9 11/17

Topics:

- Pricing Strategies

Readings (prior to start of class session):

- Case: *Drinkworks: Home Bar by Keurig*

Due (prior to start of class session):

- Keurig Case Write-Up

Week 10 12/1

Topics:

- Team Presentations

Readings (prior to start of class session):

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Due (prior to start of class session):

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Finals Week: No Final Exam

Additional Course Information

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.

Public Health Expectations and Best Practices: Keeping our campus healthy takes all of us.

You are expected to follow university public health requirements and pursue personal protection practices to protect yourself and the others around you. These include:

- **Participate in the university's daily screening process.**
Everyone must complete a [Daily Symptom Survey](#) to access a university controlled facility.
- **Participate in the university's testing program.**
All students are required to participate in the [COVID-19 Testing program](#) as required by their vaccination status – every four days for unvaccinated students and every 14 days for vaccinated students. You may test more frequently.
- **Wear a well-fitted face covering that covers your nose and mouth at all times.**
Everyone is required to [wear face coverings indoors](#) regardless of vaccination status. If you see someone not wearing a face covering or wearing it incorrectly, then kindly ask them to mask up.
- **Monitor the daily potential exposure report.**
Every day the university will update the potential exposure report with building and some classroom information and the dates of exposure.
- **Assist in the contact tracing process.**
If you're contacted by a case investigator, please respond promptly. You must assist with identifying other individuals who might have some degree of risk due to close contact with individuals who have been diagnosed with COVID-19.