



MGPB 248: Marketing Strategies

Fall 2023 Course Syllabus

Professor: Jesse Catlin
E-Mail: jrcat@ucdavis.edu (this is the best way to contact me)
Course webpage in Canvas: <https://login.canvas.ucdavis.edu/>

Class Time/Location: Wednesdays, 6:00pm – 9:00pm on Zoom (Link TBD)
▪ Meeting Dates: 9/27, 10/4, 10/11, 10/18, 10/25, 11/1, 11/8, 11/15, 11/29, 12/6

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/1077347>
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.

Optional Materials:

1. **Textbook:** *Marketing Strategy* by Ferrell, Hartline, and Hochstein, 8th edition (Used or earlier versions should be fine as well.)

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 and/or online exercises, discussions, etc. Participation is assessed 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. When/if applicable, it is generally expected that students will have cameras (and microphones ready) during Zoom meetings. While it is understood that cameras may occasionally need to be turned off, a lack of engagement (including use of camera) can also have a negative impact on the 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/intranet/faculty-resources/academic-policies-and-procedures>).

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 9/27

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 10/4

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 Reflection

Week 3 10/11

Topics:

- Developing Marketing Strategies
- Segmentation, Targeting & Positioning

Readings (prior to start of class session):

- Marketing Reading: *Framework for Marketing Strategy Formation*
- Case: *Chase Sapphire: Creating a Millennial Cult Brand*

Due (prior to start of class session):

- Chase Sapphire Case Write-Up

Week 4 10/18

Topics:

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

Readings (prior to start of class session):

- Case: *Peloton Interactive, Inc.: Post the Pandemic Boom*
- Article: *Inside Peloton's Epic Run of Bungled Calls and Bad Luck*

Due (prior to start of class session):

- Peloton Case Write-Up

Week 5 10/25

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 11/1

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 11/8

Topics:

- Promotional Strategies
- Spread of Ideas Activity

Readings (prior to start of class session):

- Case: *Modelo: Finding a Fighting Spirit*

- Marketing Reading: *Marketing Communications*

Due (prior to start of class session):

- Modelo Case Write-Up

Week 8 11/15

Topics:

- Marketing Strategy Audits

Readings (prior to start of class session):

- Case: *Subway: Problems with Place, Product, and Price*

Due (prior to start of class session):

- Subway Case Write-Up

Week 9 11/29

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 12/6

Topics:

- Team Presentations

Readings (prior to start of class session):

- N/A

Due (prior to start of class session):

- Project Presentation Slides

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.

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. Dissemination of any kind (posting online, to students not enrolled in the course, etc.) is prohibited without express written permission of the instructor. Video or audio recording of lectures and other classroom instruction is prohibited without the prior permission from the instructor.