



INTRODUCTION TO MARKETING
PROF. DARIA DZYABURA
MODULE 1, 2018

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Course Schedule	TBA
Course Website	

COURSE SCHEDULE

Session	Date	Topic	Class Preparation	Assignments
1	Sep 3	Course Introduction and Overview Framework of Marketing		
2	Sep 10	Customer analysis: Conjoint; Consumer behavior	Note on Conjoint analysis	Conjoint data set analysis
3	Sep 17	Customer lifetime value Segmentation, Targeting, Positioning	Note on Segmentation Targeting & Positioning	
4	Sep 24	Calyx Flowers Market Research	Calyx Flowers Case	Case writeup
5	Oct 1	Product Development and Lifecycle Distribution Channels		
6	Oct 8	Aqualisa Quartz Promotion	Aqualisa case	Case writeup
7	Oct 15	Branding Research topics		Paper response

COURSE OVERVIEW

Marketing as a business discipline is highly misunderstood. People often think of marketing in terms of highly visible, specialized, tactical activities, such as advertising, promotions and sales. That is wrong. Marketing is much more than specialized tactics. Marketing is the science of managing value, a process that entails analytical, strategic and tactical activities.

This course will provide you with a sound framework to understand marketing as a value management process. The course involves a mix of lectures and case-based discussions that will teach you an analytical approach to understanding, identifying and creating value. To this end, you will learn how to (1) analyze the environment in which a company operates, (2) develop a marketing strategy, and (3) design actionable marketing tactics.

In this course you will:

- Acquire an understanding of the basic marketing concepts
- Understand the strategic role of marketing
- Identify and address the key decisions facing marketing managers
- Practice the process of analyzing marketing situation or opportunity, formulating market strategy, and developing and implementing a marketing plan
- Learn about “cutting edge” directions in modern marketing academic research

In order to get the most from this course it is extremely important that you are prepared for each class. I will only highlight the material covered in the assigned readings, on the assumption that you can do the required background readings yourselves and that it will be more valuable for you to be exposed in class to new information and experiences that supplement your basic readings. As such, if you have questions

on the assigned readings, it is your responsibility to let me know prior to class (via email), or at the beginning/end of class.

Class meetings do not test you on the background reading material directly, but they are based on your understanding and retention of the text material. Therefore reading the background material is crucial. Because I will not repeat much of what is covered in the assigned readings, if you do not prepare for class you will miss much of the important contents, you will not be able to participate in class effectively, and will learn substantially less from the discussions and exercises. As a result, you will be likely to perform poorly on the exams and on the case write-ups and discussions.

Academic Papers. To give you a chance to see state of the art methods and questions facing marketers today, we will also cover several academic papers. Academic papers are written differently than other course materials. My goal for these papers is not for you to dig into the details of the analysis, or even propose ways the paper can be improved or extended (though I am interested to hear your thoughts on these!). Rather, I want to understand, exactly, what is the problem the research is trying to solve, why it is important, why it is challenging, and how the authors propose to solve it.

GRADING

Your final grade is calculated based on the following components, which are discussed in detail below.

Components	Weights
Final Exam or Project	30%
Homeworks	20%
Group Case Write-ups (2)	30%
Class Attendance	20%
Research paper response	5%

Students who fail the final test or whose final grade average is below a passing grade have the opportunity to take a makeup test. Students who pass the makeup test get the minimum passing grade for the course. There are no further makeup opportunities.

Home Assignments

Cases

Cases describe interesting marketing problems encountered by firms and give you an opportunity to develop analytical skills, apply concepts we discuss in class to make marketing decisions and learn how to communicate clearly and professionally. The amount you learn from a case depends on how carefully you read and analyze it. You are expected to read each case thoroughly and come to class ready to contribute to case discussions.

In a typical case, you will be asked to analyze the marketing problem and apply marketing concepts and frameworks to identify recommend a course of action for the firm. There is no “right” answer to a case, but usually some answers are better than others. The strength of your reasoning and analysis is as important as your recommendations. In many cases some of the material is, by design, not particularly relevant to the problem at hand, while the case omits other data you would like to have,

and would try to obtain using market research, if you were the decision-maker. This makes the case analysis more difficult, but it does reflect the real world of business.

Group Case Write-ups (Calyx Flowers; Aqualisa Quartz)

Calyx Flowers and *Aqualisa Quartz* give you an opportunity to analyze a complex business problem and apply what you are learning during the course. It will take you several hours to read the case, and I suggest you read the case multiple times. It will then take you few more hours to write your group analysis. Come to class prepared to offer your opinions or be called on even if you don't volunteer.

You will work on these two case write ups in groups of 3-4 people. I will assign groups randomly. Your team is responsible for allocating responsibilities and making sure that everyone contributes in a timely manner. Please don't ask me or the TF to become involved in settling any disagreements between team members. You must do this by yourselves. After handing in your write-up for this case, you will be asked to evaluate the contribution that each group member has made to the project, including yourself. These ratings can affect an individual's grade if they reliably show disparities in the contribution that each group member has made. It is fine if group members contribute in different ways, but the importance of their contribution to the overall group effort should be equal.

When working on your case write-up please follow these guidelines:

- All assignments should be written in English.
- Guidelines on length and formatting will be provided at a later date.
- It is important in business to write clearly, directly, and concisely. While I will evaluate your writing quality, in addition to content, I do not expect to see complex language – you can save these for your creative writing assignments! Please err on the side of simplicity. Headings to organize your thinking and help orient the reader. The overall impression is also very important. Spelling errors, sloppy formats, poor grammar, etc., give the impression of sloppy thinking, carelessness, and lack of regard for your ideas and the assignment. If you know writing is not your strength, get some help.
- The case write-up should provide a recommendation, not a restatement of the situation. Your recommendation should be based on solid quantitative and qualitative analysis. This means that you should support your recommendation by demonstrating why your chosen course of action is the best alternative (e.g., lowest risk, least expensive, best strategic fit, etc.) and why it is good to discount other options. Do not feel that you must use one of the recommendations presented in the case. You can be creative as long as you are also realistic and tempered by your analysis.

Final Project: Comparative Analysis of Marketing Strategy

If you choose, you may complete a final project instead of taking a final exam. The objective for the final project is for you to integrate the concepts and language of the course into a comprehensive analysis. By looking at companies and products offered in the marketplace, the hope is that this project will enable you to look at the marketplace and promotions from an enlightened perspective.

In this project, you have to:

- Choose a product/service/idea that is offered by more than one company. Choose 2 companies that fulfill similar needs, but use very different STP in their approach to marketing.

- Describe the current state of the product, with regards to the three Cs (1 page per product).
- Use their current marketing mix (the 4 Ps) to show how they are using STP and what their strategy currently is. Provide pictures and/or summaries of advertisements you discuss (2 pages max).
- Evaluate the differences of their strategies and provide some rationale as to why these companies may be using such different approaches. Evaluate the strengths/weaknesses of the different approaches and offer any applicable recommendations (2 pages max).

Grading:

1. **Ambitiousness** – you will be graded on the ambitiousness of the product and companies you choose. Ambitious projects will have the greatest similarity in terms of the products/service they offer and their *potential* market, yet choose very different STP.
2. **Thoroughness** - you will be evaluated on the thoroughness of your analysis. A thorough analysis will have considered the company from multiple points of view, from a narrow and wide perspective, and will have looked at *all forms* of communication the company has with their potential consumers.
3. **Analysis** – The analysis will be evaluated in terms of its thoughtfulness and its ability to incorporate course concepts into meaningful insights and recommendations.
4. **Communication style** – Assume that this is a report you are turning into a potential employer. As a result, answers that are thorough and succinct will be graded higher than those that include unnecessary or superfluous information.
5. **Presentation** – the presentation will be evaluated by its content (see grading guidelines 1-4) and its engagement. Assume that the audience is a potential client/employer. Additionally, all group members need to present a portion of the work.
6. Finally, grades will be evaluated relative to peer groups.

Please adhere to the following format for the written portion of the project - if you do not do so you will not be eligible to receive full credit.

- 12 point font (Times New Roman)
- double spaced
- **SEVEN pages max** (not including appendices with ads/pictures)

Class Participation

Your class participation grade is based on class attendance and class contribution.

Class Attendance

Class attendance is essential to your success in this course and is part of your grade. If you are not in class, you can neither learn the material in the course nor contribute to the benefit of your classmates. I realize that occasionally you may have serious reasons to be absent. For this reason, you will get one “free” absence for the semester. That is, you can miss one class without it affecting your participation grade. Whenever you know in advance that you will be absent, please let me know. It is your responsibility to learn the material covered in class that day.