This course takes an analytical approach to the study of marketing problems of business firms and other types of organizations. Attention focuses on the influence of the marketplace and the marketing environment on marketing decision making; the determination of the organization's products, prices, channels and communication strategies; and the organization's system for planning and controlling its marketing effort.

**Course Schedule**

**meeting 1 (Jan. 8)**

*fun level: 8*, determined by: *interest, importance (reversed ranking), prior knowledge, novelty, difficulty (reversed)*.

*class name: study in scarlet*

**Introduction**

To do before class:

- Read: “putting the customer first”

*Quote: “what I love about the Winter term is that you really don’t have better things to do”*

**meeting 2 (Jan. 11)**

*fun level: 3*

*class name: the stock-broker’s clerk*

**Market Analysis**

*Quote: “it’s the beer, stupid”*
meeting 3 (Jan 17-makeup day)

(fun level: 4)

(class name: the Reigate squires)

Case (International/Analytics): Royal Reels case

To do before class:

- Submit: assignment I: Market Attractiveness Analysis (5%)
- Answer: questions about Royal Reels on ForClass (no grade)
- Read: “marketing analytics”
- Watch: “Forecasting”

Quote: “there are multiple Gambits in this class”

meeting 4 (Jan. 18)

(fun level: 9)

(class name: the five orange pips)

Case: McDonalds

Quote: “it is happening all over again. always"

meeting 5 (Jan. 22)

(fun level: 3)

(class name: scandal in Hohner)

Break-even

To do before class:

- Read: “Bros Cord and Wire”
- Watch: “Break-even and PnL analysis"
- TA: grade assignment I

Quote: “you don’t want to be the corpse in the meeting"
meeting 6 (Jan. 25)

(fun level: 2)

class name: a case of identity)

Consumer Insights

To do before class:
- Submit: assignment II: Break even (5%)

Quote: “conjoint analyses”

meeting 7 (Jan. 29)

(fun level: 9)

class name: the adventure of the Norwood builder)

Neuro-marketing

Quote: “always two there are. a master and a puppet”

meeting 8 (Feb. 1)

(fun level: 7)

class name: dancing men)

Analyzing the Competition and the Company

To do before class:
- TA: grade assignment II

Quote: “:etouQ”

meeting 9 (Feb. 5)

(fun level: 4)

class name: pac man)

Case (B2B): Fiserv (case solution demo)

To do before class:
- Answer: questions about Fiserv on ForClass (no grade)

**Quote:** “the numbers need to add up”

**meeting 10 (Feb. 8)**

**fun level:** 7

**class name:** the adventure of the missing three-quarter

**Segmentation and Marketing Analytics**

To do before class:
- Submit: assignment III: Customer Lifetime Value (5%)
- Read: “Fiserv solution”

**Quote:** “if you do marketing analytics - CLV is what you do”

**meeting 11 (Feb. 12)**

**fun level:** the adventure of the three Garridebs

**class name:** df

**Targeting and Positioning**

To do before class:
- Submit: assignment IV: Segmentation (5%)

**Quote:** “For moms of kids 3-5, Crest is the"
- TA: grade assignment III

**Quote:** “the numbers really need to add up”

**meeting 13 (Feb. 19)**

(fun level: 9)

(class name: sign of Four)

Pricing

To do before class:
- Read: “Ford Ka solution”
- TA: grade assignment IV

**Quote:** “what is the price of a 2 years old baby. like new.”

**meeting 14 (Feb. 22)**

(fun level: 8)

(class name: the problem of the Thor bridge)

**Case (New Products Innovation): TiVo**

To do before class:
- Submit: “TiVo” group case write-up (10%)
- Answer: questions about TiVo on ForClass (no grade)
- TA: grade Ford Ka case

**Quote:** “numbers are the fact. interpretations are subjective”

**meeting 15 (Feb. 26)**

(fun level: 7)

(class name: the disappearance of lady Carfax)

**Products and Brands analysis**

To do before class:
Submit: assignment V: Price elasticity (5%)

Read: “TiVo solution”

Watch: “Price elasticity”, “Cannibalization”

**Quote:** “when and why to buy a Porsche"

**meeting 16 (Mar. 1)**

*(fun level: 7)*

*(class name: the second stain)*

**Case (International/Low Income Markets): Unilever**

To do before class:

- Submit “Unilever” group case write-up (10%)
- Answer: questions about Unilever on ForClass (no grade)
- TA: grade TiVo case

**Quote:** “there is a fortune at the bottom of the pyramid"

**meeting 17 (Mar. 5)**

*(fun level: 5)*

*(class name: the Pruce-Partington Plans)*

- Channels
- Promotions
- Digital Marketing

To do before class:

- TA: grade Unilever case, Assignment V

**Quote:** “know how the Internet works?"

**meeting 18 (Mar. 8)**

*(fun level: 5)*
(class name: dev null)

Makeup:

  Digital Marketing

  TA assignment solution

meeting 19 (Mar. 12)

(fun level: 7)

(class name: blanced soldier)

Case (Channels): Invisalign

To do before class:

  - Submit “Invisalign” group case write-up (10%)
  - Answer: questions about Invisalign on ForClass (no grade)

Quote: “everyone has an incentive"

meeting 20 (Mar. 15)

(fun level: 9)

(class name: the final problem)

Marketing and You

To do before class:

  - TA: grade Invisalign case

Quote: “it is not about marketing, it is about communication and value”

Final (Mar. 16 - Mar. 21) (25%)

  - Group mutual evaluation (5%)

  - Class participation: speaking, showing up (or not emailing prior), ForClass (5%)