



## **TUCK 002: Principles of Marketing**

Fall Term 2016

Professor Sharma

[Eesha.Sharma@tuck.dartmouth.edu](mailto:Eesha.Sharma@tuck.dartmouth.edu)

Office: Buchanan 104

Office Hours: By appointment

Academic Coordinator: Gelsey Tolosa

[Gelsey.A.Tolosa@tuck.dartmouth.edu](mailto:Gelsey.A.Tolosa@tuck.dartmouth.edu)

Office: Chase 309

Class Meetings:

Section 1: Tuesdays and Thursdays 10:10am – 12:00pm

Section 2: Tuesdays and Thursdays 2:25pm – 4:15pm

**Note: Please note that times and topics are tentative and subject to change. In particular, the timing of some topics in the later parts of the course may change in accordance with guest speakers' schedules. An updated and final version of the syllabus will be posted on Canvas as soon as possible.**

### **Course Overview and Objectives**

Marketing is the business function that deals with customers' needs and wants. The role of marketing is to help managers better understand customer preferences, link that knowledge to designing appropriate products and services for selected customers, and determine appropriate methods to communicate, to deliver, and to capture value. Successful firms are those that strategically pursue objectives, deploy resources, and invest in the future of an organization, to consistently satisfy the needs of customers better than competitors. The basic marketing principles apply to both for-profit and not-for-profit organizations.

The key objectives of the course are to:

1. Introduce the key elements involved in developing a marketing strategy and program.
2. Enhance problem-solving skills in marketing by offering a set of analytical tools (i.e., frameworks, concepts, and techniques).
3. Provide the opportunity to (1) refine your oral and written communication skills and (2) improve your ability to work effectively in a team – both of which are essential to a business career.
4. Provide examples of how companies organize marketing efforts across a variety of business settings.

## **Required Materials**

1. Syllabus, cases, and assigned readings (posted on Canvas).
2. In addition to the materials listed above, the course's Canvas site includes: announcements, homework assignments, and other supplementary materials. **Check it frequently for updates**, as most readings and assignments will be posted on a weekly basis, no later than the Friday before the following week's class.
3. *Marketing Management* (14<sup>th</sup> edition), Philip Kotler & Kevin Lane Keller. Copies are on reserve at Feldberg Library, and are also available for purchase at the Dartmouth Bookstore and at Wheelock Books.

## **Class Participation**

**Attendance is strictly required, and unexcused absences negatively affect grades.** Much of this course's learning occurs in class, as students share experiences, questions, and analyses with each other. Therefore, you cannot make up for a missed class by simply reading lecture notes later. If you are unable to attend class due to illness or family emergency, you are expected to notify me by email ***one day in advance***.

**You are expected to be thoroughly prepared at each class meeting** (i.e., to have done the required readings and thought carefully about any discussion questions). To reinforce this expectation, I randomly select (i.e., cold call) class members to comment on issues, explain concepts, and open case discussions.

**NOTE:** Class participation grades are **not** simply a function of how often you speak in class, but rather how *effectively* you contribute to the class' learning, and how *thoughtfully* you respond to questions.

Regular class sessions consist of (1) lectures/discussions, (2) case studies and (3) special guest speaker lectures. In lectures/discussions, we will focus on concepts, theories, and examples. In case studies, we will apply the frameworks and concepts discussed in lectures and readings to real-world business problems. The case method is a highly effective means of sharpening your analytical skills, and is usually the staple of management education. The following paragraphs tell you how to prepare for case discussions.

## **Marketing Research Assignment**

The Marketing Research Assignment consists of two options (you choose one) and is designed to enrich your understanding of the value of research to the formulation of a sound marketing strategy.

***Option 1: Subject Pool Participation (recommended)***. The first option is participation in the Tuck Marketing Department Subject Pool. This gives you the opportunity to be part of marketing research in action and later evaluate it with the advantage of firsthand experience. You will be a subject (participant) in two experiments (up to a maximum of an hour each) currently being conducted by Marketing Department faculty. Once the experiments are finished, you will receive debriefings. We will also discuss the purpose, design, implications, etc. of at least one of them in class, as an example of what can be learned about consumers through research.

Participation in the Subject Pool is easy and enjoyable, for most students. All you have to do is show up at the assigned time and follow instructions. I will announce the schedule for each experiment, and describe the sign-up procedure, as soon as it becomes available.

**Option 2: Marketing Research Exercises.** In lieu of participating in the Subject Pool experiments, you can complete BOTH of the following written assignments:

- (1) Complete a written case write up (details to be posted on Canvas)
- (2) Conduct a marketing research exercise (also to be posted on Canvas)

### **Case Studies**

I expect everyone to carefully study the assigned cases and to be prepared to discuss them in class. In preparing for a case discussion, you should read the case at least twice. The first reading should give you an impression of what the case is about and the types of data contained in the case. Be sure to pay attention to the exhibits, which often contain important data. Once you have a good idea of the fundamentals, you should read the case again with the goal of getting at the root causes of problems and gathering information from the case that will allow you to make specific action recommendations. After the second reading, you should prepare your answers to the assigned discussion questions individually. Effective case analyses not only draw from the case text, but also draw connections to key points found in tables, figures, and exhibits. In addition, when answering “Yes/No” questions, or developing a recommendation, strong case write-ups not only provide a response but also a rationale for why the response makes sense (and perhaps also why alternatives do not). Keep in mind that case analyses are meant to reflect your grasp of the course content; thus, applying concepts and frameworks discussed in class is essential.

The case provides all the facts that you need. You should not find out what actually happened or bring in outside information about the company or the industry beyond what is described in the case. Such information is often irrelevant and counterproductive for your learning. Further, doing so may be a violation of the Honor Code.

In class, my role is to facilitate discussion, while the direction and quality of the case analysis is the collective responsibility of the class. A typical request at the end of a case study is: “What is the right answer?” Keep in mind that, in many business situations, there may not be an “optimal” or “perfect” recommendation; however, there can be more than one “viable” action as well as several ill-considered actions. The goal of the case method is not to prescribe a solution to one specific problem but to thoroughly understand a complex issue from multiple angles, which then helps you construct a sound framework to tackle similar problems in the future.

### **Case Write-ups**

Each write-up should address *all of the discussion questions* assigned for that case and is restricted to 2 single-spaced pages, written in 12-point Times New Roman font with 1” margins. Do not fiddle with the font sizes and margins. Points will be deducted for submissions that do not conform to the formatting requirements.

Exhibits are not included in the page limit but should be used sparingly. For complete credit, the case write-ups are due the day before (i.e., by 11:59pm) the class in which the case is discussed. Completed cases should be submitted via Canvas.

General case write-up guidelines: Provide a coherent, well-organized analysis grounded in course concepts, not simply a list of arguments for or against a position. Be concise and do not spend time rehashing, quoting, or paraphrasing the facts given in the case. Be as direct as you can in answering the discussion questions. Draw connections to exhibits, figures, and tables to enrich your responses. When

defending a particular point of view, be specific as to why you argue for that view (and not others), using information from the course and/or the case (rather than your intuition) to back up your assertions.

### **Competitive Marketing Management Group Project**

You will form a group of 4-5 members and with them engage in a hands-on marketing management project. You will select a company, and choose a specific product or service provided by that company for the basis of your project. Your task will be to perform a series of analyses for the company including:

- Market analysis: Document the “3 C’s” for that company and your chosen product or service
  - SWOT analysis to better understand the “Company” and “Competition”
  - “Consumer”: what are the consumers’ needs and wants? How does the company provide value (e.g., economic, functional, or psychological)? Describe the stages of the customer buying process, and the key sources of influence (e.g., internal, social, external) at those stages.
- Analyze the company strategy: Conduct segmentation, targeting, and positioning analyses
- AFTER performing your market and strategy analyses (the two main bullet points above), develop a tactical marketing recommendation (i.e., pricing, promotion, placement, product)
  - This recommendation should be based on primary and secondary market research, and you should acknowledge the pros and cons of the approaches you identify/select.
  - You should outline the expected outcome of your recommendation, and how you would measure the success of that suggestion.
- As you develop your project, it will be important to identify your project approach:
  - Idea first, insights second (you suggest an idea, and then conduct analyses to evaluate it)
  - Insights first, idea second (conduct strategic analyses, and form an idea based upon it)

You will write a paper documenting your assessments and choices, and learn from the reactions of the “market” (i.e., a group of your peers who will critique your assessments and choices). The paper should not exceed 8 pages (double-spaced, 12-pt Times New Roman font), and it should include a one-page executive summary that does not count toward the page limit. Not included in the page limit are appendices, tables, and figures.

Your grade will depend on the quality and richness of your analyses and recommendation. It is strongly recommended that you focus on providing one, in-depth recommendation rather than several, surface-level recommendations. Keep in mind that the final paper will be judged based on the quality of the analyses provided, the strength of the recommended strategies, and the creativity/viability of the implementation plan. Demonstration of the key course topics is a requirement.

**Final group presentation:** Each teams’ overall evaluation will be assessed in the final presentation at the end of the term. Teams will present their final marketing plan to the class during the last two class sessions. These presentations should incorporate the feedback received throughout the course, as well as the cumulative knowledge gained from the course.

Group members are expected to contribute fairly and equitably. To that end, at the end of the term, every group member will complete a team evaluation in which he/she evaluates the contributions of each group member, including himself/herself.

### **Guest Lectures**

Guest lectures are an integral part of class. These speakers are invited to present on a given course topic and to answer your questions based on their professional experience. Attendance is mandatory. Due to

coordination between sections, the guest lectures may be scheduled outside normal class times (any updates or changes will be posted in Canvas). If you have another class during these times, please notify me in advance explaining your absence. In this case, your participation grade will not be affected, but it is your responsibility to make up for the missed guest session.

### **Seating Assignment and Name Cards**

Attendance is taken at the beginning of each class. From the second week on, please choose a seat where you will be comfortable for the rest of the term. Please bring your name cards and use them in every class so I can learn your names. If you forget your name card, you may not be given proper credit for your class participation.

### **Punctuality**

Lateness is disrespectful and disruptive. I expect you to be punctual for class and for your group meetings. Chronic lateness will adversely affect course grades.

### **Laptops, Tablets, and Cell Phones**

**The use of laptops and iPads is not permitted in class** unless explicit exceptions are made for certain sessions. Please silence and put away your cell phones for the full duration of class.

### **Honor Code**

You should not share or discuss class materials with students outside of this section. Do not use notes from earlier years' classes at any time. Do not redistribute class slides or notes to anyone not enrolled in this course without my prior permission.

The prevalence of group work is consistent with the principle that much of your education here will come from each other, and I encourage you to discuss all cases and other materials with your group prior to coverage in class. However, any *individual* work should be developed and modified *individually*.

Group work accounts for almost half of your final grade. If your name is on the final product, you must have put significant effort into the preparation process. Individuals will not receive credit for group work in which they have not participated, and may receive a lower grade if their contribution is clearly below expectations. Such procedure is initiated by the group members who, after unsuccessful, documented warnings to the individual, explain the issue to me in writing (email or letter, signed by a majority of group members). I will make the final decision after consulting all members.

According to the Dartmouth College Academic Honor Principle, "Plagiarism is defined as the submission or presentation of work, in any form, that is not a student's own, without acknowledgement of the sources." Any form of plagiarism constitutes an affront to academic integrity and honesty and is therefore strictly prohibited. For a full description of Dartmouth's honor policies on examinations, unauthorized collaborations, and plagiarism, visit the Dartmouth College Academic Honor web page (<http://www.dartmouth.edu/~reg/regulations/undergrad/acad-honor.html>).

Every student is obligated to report to me any suspected violation of the honor code that he or she has observed. If you wish not to reveal your identity, please drop a note in my mailbox at Tuck.

## Grading

---

<i>Individual</i>	
Class Participation (attendance and quality participation)	10%
Marketing Research Assignment	10%
Case Write-ups	20%
Midterm Exam	30%
<hr/>	
<i>Group</i>	
Competitive Marketing Group Project	25%
Paper, Presentation	
Progress reports and participation	
Group Case Write-up	5%
<hr/>	
<i>Total</i>	100%

---

No re-grades are permitted other than calculation errors (e.g., 4 points + 5 points = 7 points). If a calculation error has been made in the grading of an assignment or exam, or in other exceptional cases, please write a memo to describing the error, and give it to me with the original graded document. Also include documentation in support of your opinion (e.g., a photocopied page from the readings with relevant information highlighted). Students have one week after an assignment has been returned to them to bring a calculation error to my attention. If you are late picking up your assignment because you are not in class, you will not receive extra time.

## Overview of Course Schedule

**Note:** X classes may be added during the term as needed. Please refer to Canvas for most up to date schedule.

### Week 1

- |   |                |  |
|---|----------------|--|
| 1 | Tues. Sep. 13  | Introduction to Marketing  |
| 2 | Thurs. Sep. 15 | Customer Value: Recognition and Creation<br><i>Group project idea due by Friday at 5pm</i> |

### Week 2

- |   |                |   |
|---|----------------|---|
| 3 | Tues. Sep. 20  | Marketing Research  |
| 4 | Thurs. Sep. 22 | Consumer Behavior<br><i>In-class group project check-in</i> |

### Week 3

- |   |                |  |
|---|----------------|--|
| 5 | Tues. Sep. 27  | <i>Case: OPOWER</i>                        |
| 6 | Thurs. Sep. 29 | Segmentation, Targeting, and Positioning I |

### Week 4

- |   |               |   |
|---|---------------|---|
| 7 | Tues. Oct. 4  | <i>Case: Black &amp; Decker</i>             |
| 8 | Thurs. Oct. 6 | Segmentation, Targeting, and Positioning II |

### Week 5

- |    |                |                          |
|----|----------------|--------------------------|
| 9  | Tues. Oct. 11  | Midterm                  |
| 10 | Thurs. Oct. 13 | Marketing Communications |

### Week 6

- |    |                |                        |
|----|----------------|------------------------|
| 11 | Tues. Oct. 18  | <i>Case: Dove</i>      |
| 12 | Thurs. Oct. 20 | Promotions and Pricing |

### Week 7

- |    |                |  |
|----|----------------|--|
| 13 | Tues. Oct. 25  | No class (in place of guest speaker, timing TBD and subject to change) |
| 14 | Thurs. Oct. 27 | No class (in place of guest speaker, timing TBD and subject to change) |

### Week 8

- |    |               |   |
|----|---------------|---|
| 15 | Tues. Nov. 1  | New Products / Channels, <i>Group Case: Calyx (See Calyx brief)</i> |
| 16 | Thurs. Nov. 3 | Decision Making, Summary  |

### Week 9

- |    |                |                       |
|----|----------------|-----------------------|
| 17 | Tues. Nov. 8   | Project presentations |
| 18 | Thurs. Nov. 10 | Project presentations |