

## Principles of Marketing (Mark 220)

<b>Semester/Year</b>	Summer 2019	<b>Schedule</b>	Monday–Friday 8:30 am
<b>Instructors</b>	Karthik Easwar		
<b>Phone</b>	202-687-4794	<b>E-mail</b>	<a href="mailto:ke145@georgetown.edu">ke145@georgetown.edu</a>
<b>Office</b>	550 Hariri	<b>Office Hours</b>	By appointment

### Course Overview and Learning Goals:

This course is designed to offer students a strategic perspective to developing, implementing, and reviewing marketing strategy. The approach to the class will be from the perspective of a strategic marketing consultant. That is, you will be asked to take on the role of “marketing strategist” as you review companies’ design, implementation, and modification of marketing strategies. First, we will focus on the strategic building blocks required to be an effective marketer. This entails analyzing the customer as the most critical input in marketing strategy development. It is by benchmarking the customer that true marketing success is found. Of course, while a potential strategy is developed for the customer, we must also test its feasibility by analyzing the company and competitive environment. Thus, the final analysis of the market includes a thorough understanding of our constituencies, competition, and our own firm.

Second, we will turn our attention in the rest of the course to developing our marketing “tool box” in order to successfully implement our marketing strategies. This will include individual and integrated focus on product, distribution, pricing, promotion, and packaging decisions. This discussion and focus includes issues involved in managing the business, including profit analysis, marketing research, operations, etc. If you cannot do “the numbers,” then you will have a hard time becoming successful in the marketing field. Upon completion of this course, you should have the knowledge and analytical abilities necessary to successfully develop, implement, and evaluate an integrated marketing strategy. Additionally, your business communications skills should be enhanced, as your colleagues and I will challenge you to present and defend your analyses succinctly and clearly.

By taking this course, participants shall:

- (1) gain a deep and detailed understanding of how marketers create value and contribute to the financial growth of the firm,
- (2) learn tools and frameworks to develop compelling marketing plans,
- (3) develop a mindset that judiciously combines creativity with critical thinking.

This course will use a mix of cases, interactive assignments, simulations and lecture/discussion. Preparing cases will help participants improve their familiarity with marketing knowledge, practice, and terminology. Case discussions constitute a safe but stimulating learning environment, where participants present and defend their analyses and action plans and critically discuss the recommendations of others. Individual preparation is *absolutely* indispensable.

**Required materials (books, course packs, readings, other materials):**

- Course Reading Pack (available on course website)

**Expectations of Students:**

1. Attend all classes.
2. Complete all assignments and exams.
3. Prepare for every class.
4. Participate consistently throughout the semester.
5. Treat all classmates and their opinions with respect.
6. Refrain from using cell phones, browsing the web, answering emails and checking social media sites during class.

**Academic Accommodations:**

Georgetown does not discriminate or deny access to an otherwise qualified student with a disability on the basis of disability, and students with disabilities may be eligible for reasonable accommodations and/or special services in accordance with the Rehabilitation Act of 1973 and the Americans with Disabilities Amendments Act (ADAA) of 2008. However, students are responsible for communicating their needs to the Academic Resource Center. The University is not responsible for making special accommodations for students who have not requested an accommodation and adequately documented their disabilities. Also, the University need not modify programmatic, course, or degree requirements considered to be an essential requirement of the program of instruction.

MBA faculty and staff cannot provide academic accommodations without an approved Accommodation Letter from the Academic Resource Center. If you need an academic accommodation, please contact the Academic Resource Center (ARC) directly at [arc@georgetown.edu](mailto:arc@georgetown.edu) or (202) 687-8354. More information can be found on the [ARC website](#). Please contact your Program Advisor if you have any questions about the process.

### **Community Standards:**

The McDonough School of Business takes academic integrity and student conduct very seriously. All students are responsible for adhering to the academic, classroom, and community guidelines outlined in McDonough's [Community Standards document](#). Unawareness of these rules will not be accepted as an excuse for failure to act in accordance with them. If you have any questions concerning the policies, please ask for clarification. Suspected violations of the system will be reported to the Community Standards Board for review. Students found guilty of community standards violations are subject to sanctions that can include failing the class, a permanent notation on academic transcripts, or dismissal from the MBA Program.

### **Religious Observances:**

Georgetown University promotes respect for all religions. If you are unable to attend classes or to participate in any examination, presentation, or assignment on a given day because of the observance of a major religious holiday or related travel, you shall be excused and provided with the opportunity to make up, without unreasonable burden, any work that has been missed for this reason and shall not in any other way be penalized for the absence or rescheduled work. You remain responsible for all assigned work. Please notify professors in writing at the beginning of the semester of religious observances that conflict with your classes.

### **Instructional Continuity:**

In the case of university closure due to weather or other unexpected circumstance, classes will not be cancelled. Instead, a recorded lecture will be released to students for viewing at their convenience. The recordings will be available starting on the time of the scheduled class, and accessible on the course website. The link for viewing will be provided by email to the class as soon as it is available. The course schedule including deadlines will be unaltered unless otherwise notified.

### **Grading Framework:**

Grading aims to incentivize students to: (1) build competence in case analysis and the formulation of compelling strategic marketing plans, (2) prepare for classes and engage in class discussions, and (3) master selected quantitative concepts.

Letter grades are determined by how students rank relative to one another across all sections taught by the same instructor. Total points earned will be converted to letter grades by (1) pooling scores across sections, (2) ranking scores from high to low across all sections taught by the same instructor, and (3) assigning letter grades according to the McDonough School of Business required grade distribution for graduate core classes. The average GPA will not exceed 3.30.

The grading weights are as follows:

Class Participation	15%
Simulations	20%
Quantitative Case Analysis	20%
Case Write Up	5%
Individual Final Exam	40%

### **Class Participation (15%)**

It is important to emphasize that class participation is NOT optional. Simply sitting in on classes will not garner you a good score on participation. You are expected to actively engage in our class discussions. Class participation is not limited to case discussions, and student engagement during lectures is also expected.

We particularly value the following in students' participation:

- Active listening
- Helping move the discussion forward
- Helping others see a point or issue that they may not be considering or underweighting
- Helping others understand that decisions are always made under certain level of ambiguity
- Helping others see the “big picture” as opposed to getting overly focused or lost in the details of a particular scenario.
- Maintaining the right balance of self-confidence and self-doubt
- Being willing to answer “cold calls”

It has to be acknowledged that evaluating class participation is subjective. If a participant is uncertain or anxious about his/her class participation performance, (s)he should not hesitate to ask the instructor for feedback.

### **Simulations (20% = 4 x 5%)**

Throughout the course we will be engaging in simulations or other interactive activities that replicate strategic decision-making in real world situations. These activities will be completed in groups, primarily in class. Attendance, participation and performance in the activities will be used to evaluate each student's performance. Details for each simulation will be provided in class and available within the course pack.

### **Quantitative Case Analyses (20% = 2 x 10%)**

These assignments are designed to challenge students to apply the basic quantitative concepts reviewed in class (e.g. customer lifetime value) to real world situations in which these concepts and calculations can be useful. In other words, do not expect the questions to exactly mimic the

problems/questions reviewed in class and outlined in the readings. Instead, the questions will purposely challenge the students to apply these concepts to novel scenarios.

The quantitative assignments must reflect the sole work of the individual student. Students are not permitted to discuss their answers with fellow students.

### **One-page Case Write Up (5%)**

Each student is required to write **ONE** case analyses in a 1-page single-sided document out of the following options: Competing with a Goliath, Dove, and Wheaties.

The goal of these write ups is simply to prepare students for class discussion. These write ups provide an incentive for students to read and think critically about the business problem and potential solutions to the case. Therefore, these write ups are primarily meant as a preparatory tool to raise the level of discussion in class.

Case write ups will be graded on a binary scale. Either the write up is acceptable and receives one full point or it is unacceptable and receives a 0.

The determination of what is considered unacceptable is left to the judgment of the instructor. However, most unacceptable write ups are ones in which: 1) it is clear that the student did not read the case in its entirety, 2) the student provides illogical or nonsense answers, 3) the student does not answer the questions outlined in the guideline for the case, 4) the student does not include his or her name on the assignment, 5) the student writes more than 1 single-sided page.

All case analyses must be the sole work of the individual student. Specific guidelines about the write up for each case are available on the course website. Important note: It is not the best grade of the all the cases; you get to submit one case and receive a grade on that case. There is no chance to replace that grade with another case write up.

### **Individual Final Examination (40%)**

There will be a final exam to assess your knowledge of the course principles and how they would apply to actual businesses. The exam will require a case analysis. Therefore, it will not test your memory, but rather your ability to apply the course concepts to develop a compelling marketing plan.

Further details will be provided in class as the final exam date approaches.

## Course Schedule:

<b>SN#</b>	<b>Date</b>	<b>Topic</b>	<b>Required Reading</b>	<b>Assignment</b>
1	June 3	What, Why Marketing?	Marketing Myopia	
2	June 4	Customer Analysis	Customer Behavior and the Buying Process	
3	June 5	Customer Lifetime Value	CLV Tutorial	
4	June 6	Strategic Decision Making	<i>Simulation Prep</i>	In Class Simulation
5	June 7	Strategic Decision Making		
6	June 10	BBVA Compass	BBVA Compass Case	BBVA Case Analysis
7	June 11	Segmentation and Targeting	Segmentation and Targeting	
8	June 12	The Positioning Game	<i>Simulation Prep</i>	In Class Simulation
9	June 13	Positioning	Brand Positioning	
10	June 14	Competing with a Goliath	Competing with a Goliath	Case Write Up 1
11	June 17	Branding	Brand Equity	
12	June 18	Dove: Evolution of a Brand	Dove Case	Case Write Up 2
13	June 19	Integrated Marketing Comm.	Marketing Communication	
14	June 20	HubSpot	HubSpot Case	HubSpot Case Analysis
15	June 21	Pricing	Pricing Strategy	
16	June 24	Psych Pricing	Pricing and the Psychology of Consumption	
17	June 25	Wheaties	Wheaties Case	Case Write Up 3
18	June 26	Using Conjoint Analysis	<i>Simulation Prep</i>	In Class Simulation
19	June 27	Managing Segments	<i>Simulation Prep</i>	In Class Simulation
20	June 28	Managing Segments	<i>Simulation Prep</i>	In Class Simulation
21	July 1	Review and Wrap Up		
22	July 2	Final Exam		Final Exam
23	July 3	Principled Marketing I		
24	July 4	HOLIDAY: NO CLASS		
25	July 5	Principled Marketing II		