

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 as well as the customer and other stakeholders
- (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.

**Below is the Summer 2021 course syllabus to give you an idea of what to expect for Summer 2022.**

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## Principles of Marketing (Mark 220)

<b>Semester/Year</b>	Summer 2021	<b>Schedule</b>	Mon–Thu Via Zoom when Live
<b>Instructors</b>	Professor Karthik Easwar		
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<b>Office</b>	Cyberspace	<b>Office Hours</b>	By appointment

### Course Overview and Learning Goals:

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**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.

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### **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:**

This course is subject to the University's ongoing status of Instructional Continuity and will be delivered remotely throughout the term/semester. This means you will be required to attend and actively participate in synchronous sessions via Zoom. Further, all coursework (assignments, announcements, projects, discussion boards etc.) outside of the synchronous sessions must be submitted through Canvas. Canvas is Georgetown University's learning management system. You can access this course and related material in the Canvas learning management system by going to [canvas.georgetown.edu](https://canvas.georgetown.edu) and logging in with your Georgetown netID credentials.

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## 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 grading weights are as follows:

Class Participation	10%
Simulations	10%
Certifications	30%
Case Write Ups	10%
Individual Final Exam	40%

## Class Participation

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"
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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.

Synchronous participation will primarily take place via Zoom. What does good participation look like?

- Actively contribute to class conversations by answering instructor questions and responding to peers' comments and ideas
- Demonstrate your comprehension of course content by sharing stories the real-world application in class discussions
- Ask relevant clarifying and contextual questions during synchronous sessions
- Appropriately use Zoom tools to meaningfully contribute to class conversations: The hand raise tool, reaction emojis, the chat function, and participating in breakout rooms.

### **Simulations**

Throughout the course we will be engaging in simulations or other interactive activities that replicate strategic decision-making in real world situations. Details for each simulation will be provided in class and available within the course pack.

### **Certifications**

There will be 3 modules on HubSpot / Google. After completion of the training, there is an exam to earn certification. The grade on this exam will be the grade for this portion of the course. Details will be provided in class.

### **One-page Case Write Up**

Each student is required to write **ONE** case analyses in a 1-page single-sided document out of three options.

The goal of these write ups is 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.

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 grades of the all the cases, you pick one case for which to complete a case write up and that is your only opportunity to select one; so choose wisely!

### **Individual Final Examination**

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

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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.

### **Remote Course Delivery:**

If you have questions or concerns about the course, schedule time to meet with the instructor 1-1 or attend virtual office hours.

Given Zoom will serve as the primary tool for synchronous sessions, please adhere to the following practices:

- Attend class on-time and remain on Zoom throughout the session
- Arrive to the Zoom class prepared to discuss readings, current events, and other materials assigned by the instructor
- Unless you have received prior approval from the instructor, keep webcams and speakers on throughout the entire class session
- Keep your microphone muted unless speaking
- Dress appropriately for class
- Limiting eating to before or after class
- Submit completed assignments to Canvas by the date and time specified in the syllabus
- Complete all assigned reading and watch all pre-recorded videos by the assigned due date
- Complete Canvas modules or other online literature by specified dates
- Meet with team members or partners virtually to complete assignments equitably (if applicable)

### **Remote Learning Tips:**

As a student engaging in this class remotely, you must take a far more active role in learning and accessing information than traditional students in face-to-face classrooms. Click here to learn about [10 ways to ensure distance learning success](#).

### **Announcements:**

Announcements related to this course will be posted in Canvas regularly. They will appear on your Canvas dashboard when you log in and/or they will be sent to you directly through your preferred method of notification. Please make certain to check them regularly, as they will contain important information about upcoming projects or class concerns.

### **Technical Support for Students:**

- Canvas - Students have 24/7 access to <http://canvas.georgetown.edu/getting-help>, including live chat and a support hotline at (855) 338-2770
  - Zoom - For support with Zoom, email: [zoom@georgetown.edu](mailto:zoom@georgetown.edu)
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- Use of [Georgetown University-issued accounts](#) for Google Mail, Calendar, Groups, Talk, Docs, Sites, Video, and Contacts is governed by the contract between Georgetown University and Google. For help managing your Google Documents, visit [Google Drive Help Center](#).
- Contact the UIS Service Center at [help@georgetown.edu](mailto:help@georgetown.edu) if you have a question regarding:
  - your GU netID and/or password
  - your GU email account
  - any connectivity issues

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### Course Schedule:

<b>SN#</b>	<b>Date</b>	<b>Topic</b>	<b>Session Mode</b>	<b>Required Reading</b>	<b>Assignment Due Dates</b>
1	7/12	Course Introduction What is Marketing?	Live	Course Syllabus Marketing Myopia	
2	7/13	Customer Insights	Live	Customer Behavior and the Buying Process	
3	7/14	AccorHotels Mastering Case Discussion	Live	AccorHotels Case	
4	7/15	Customer Lifetime Value	Live	CLV Tutorial	
5	7/19	Segmentation and Targeting	Live	Segmentation and Targeting	
6	7/20	Inbound Certificate	Asynchronous		Certificate 1
7	7/21	Positioning Branding	Live	Brand Positioning Brand Equity	
8	7/22	<i>Guest Speaker: Doug Vosik</i>	Live		
9	7/26	Strategic Segmentation	Live	Calyx Flowers	Case Write Up 1
10	7/27	Second Certificate	Asynchronous		Certificate 2
11	7/28	Tela Ponchos	Live	Competing with a Goliath	Case Write Up 2
12	7/29	<i>Guest Speaker: Pat Adams</i>	Live	Marketing Communication	
13	8/2	New Product Development	Live	Wheaties (A)	Case Write Up 3
14	8/3	Third Certificate	Asynchronous		Certificate 3
15	8/4	Pricing	Live	Pricing Strategy Pricing and the Psychology of Consumption	
16	8/5	<i>Guest Speaker: Gary Hawkins</i>	Live	Developing and Managing Channels of Distribution	
17	8/9	Invisalign	Live	Invisalign Case	
18	8/10	Blue Detergent Simulation	Asynchronous	Simulation Prep	Simulation
19	8/11	Wrap Up and Review	Live		
20	8/12	Final Exam	Asynchronous		Final Exam