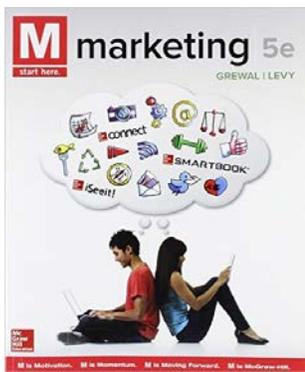




EXPECTED TEXTBOOK PREPARATION FOR CLASS SESSIONS



Dhruv Grewal and Michael Levy (2016), *M: Marketing* 5th ed., McGraw-Hill Irwin, ISBN 978-1259446290. Prior editions will supply most of the needed information. One copy will be placed on reserve in the Crocker Library.

In order to allow us to spend more class time issues that are more interesting to discuss, you should be familiar with the below background information *prior* to arriving for the week’s lecture session. Generally, you will *not* be expected to remember definitions or specific figures. The important things are to (1) understand the issues raised and their implications and (2) appreciate the “big picture.” Although we may gloss over the listed issues relatively quickly in class, you are encouraged to bring up questions or issues for analysis during discussion sessions.

Week	Date	Issues with which you should be familiar before the week’s lecture session
1		No assigned textbook chapters.
2	8/29	<p>Ch. 1: “Overview of Marketing”</p> <ul style="list-style-type: none"> • Marketing as an exchange (pp. 5-7) • Value; value co-creation (pp. 13-14) • Customer relationship management (CRM) (p. 15) <p>Ch. 2: “Developing Marketing Strategies and a Marketing Plan”</p> <ul style="list-style-type: none"> • Marketing strategy (pp. 23-27) • Sustainable competitive advantage (p. 23) • Volkswagen’s experience in China (p. 38) • Google’s efforts to develop an automobile interface (p. 29) • Market development (p. 43)

REMINDER:

Your emphasis should be on *understanding* and *being able to apply* the material—*not* on memorizing definitions or “facts” without context.

3	9/05	<p>Ch. 4: “Marketing Ethics”</p> <ul style="list-style-type: none"> • Kellogg’s use of marketing analytics to address GMO concerns (p. 69) • Walmart’s efforts at sustainability (p. 80) <p>Ch. 5: “Analyzing the Marketing Environment”</p> <ul style="list-style-type: none"> • Firm experiences in segmenting by gender (p. 91) • Diversity within Hispanic culture (pp. 90-93) • Netflix’s predictive analytics (p. 96)
4	9/12	<p>Ch. 11: “Product, Branding, and Packaging Decisions”</p> <ul style="list-style-type: none"> • Brand extensions and dilutions (pp. 230-231) • Macy’s definition of assortment through analytics (p. 221) <p>Ch. 14: “Pricing Concepts for Establishing Value”</p> <ul style="list-style-type: none"> • Demand curves and pricing (p. 289). • Price elasticity (p. 291) (you will <i>not</i> be asked to do any calculations on exams) • Substitution effect (p. 293) • Complementary products (p. 294)
5	9/19	<p>Ch. 15: “Supply Chain Management”</p> <ul style="list-style-type: none"> • Direct vs. indirect marketing channels (p. 312) • Distribution centers (321-323) • Cross-docking distribution centers (p. 323) <p>Ch. 17: Integrated Marketing Communication</p> <ul style="list-style-type: none"> • AIDA model (pp. 354-356) <p>Ch. 19: Personal Selling and Sales Management</p> <ul style="list-style-type: none"> • Personal selling: Scope and value added (pp. 398-402) • Relationship selling (p. 401) • The personal selling process—steps (pp. 402-408) <ul style="list-style-type: none"> ○ Generation and qualification of leads ○ Pre-approach and CRM ○ Sales Presentation and Addressing Reservations ○ Closing ○ Follow-up
6	9/26	<p>Ch. 3: “Social and Mobile Marketing”</p> <ul style="list-style-type: none"> • “Showrooming” (p. 58) • Use of marketing analytics by eHarmony (p. 63)
7	10/03	<p>Ch. 16: Retailing and Multichannel Marketing</p> <ul style="list-style-type: none"> • Types of retailers (pp. 332-333) (skim for “big picture” only—you will <i>not</i> be asked details) • Use of analytics by IKEA for in-store and online shopping (p. 343)
8	10/10	MIDTERM —no assigned readings
9	10/17	<p>Ch. 6: “Consumer Behavior”</p> <ul style="list-style-type: none"> • Types of needs (pp. 103-105) <ul style="list-style-type: none"> ○ Functional ○ Psychological • Types of risk experienced in consumer decisions and their impact (p. 108) • Psychological factors in consumer decision making (p. 118) <ul style="list-style-type: none"> ○ Perception ○ Learning • Social influences on decision making <ul style="list-style-type: none"> ○ Family (pp. 118-119) ○ Reference groups (pp. 119-120)

		<ul style="list-style-type: none"> Strategies used by HEB Supermarkets (p. 121) <p>Ch. 7: “Business-to-Business Marketing”</p> <ul style="list-style-type: none"> B2B marketing and markets (pp. 128-131) Derived demand (p. 128) Types of institutional buyers (pp. 128-131) The B2B buying process (pp. 132-135). You will <i>not</i> be asked to list each step, but you understand what each step is about if prompted with its name. “Business” vs. bribery (p. 137) (You will not be asked about specific countries, but you should understand the issues involved)
10	10/24	<p>Ch. 8: “Global Marketing”</p> <ul style="list-style-type: none"> Purchasing power parity (PPP) (pp. 148-149) Chinese regulations on auto sales and purchases (p. 151) Sociocultural factors and Hofstede’s Dimensions (pp. 153-154) Media and China vs. Brazil (p. 158)
11	10/31	No assigned textbook readings
12	11/07	<p>Ch. 10: “Marketing Research and Information Systems”</p> <ul style="list-style-type: none"> Syndicated secondary data (pp. 201-202) Movie studios and Google Analytics (p. 205) Market research through social media (pp. 207-208) (especially blogs) Ethical issues in secret observation of customers (p. 213)
13	11/14	<p>Ch. 9: “Segmentation, Targeting, and Positioning”</p> <ul style="list-style-type: none"> Criteria for segment attractiveness (pp. 180-182) Micromarketing (pp. 184-186) Value proposition (pp. 186-188) Perceptual mapping (pp. 189-191). You will <i>not</i> be asked to list each specific step but you should understand the idea and its applications.
14	11/21	<p>Ch. 12 “Developing New Products”</p> <ul style="list-style-type: none"> Diffusion of innovation (pp. 243-248) <ul style="list-style-type: none"> Adopter groups Diffusion theory (variables favoring and disfavoring adoption) Microsoft’s strategy for Bing (p. 251) Alpha and beta testing (pp. 253-255) Pre-market tests (p. 255) Test marketing (p. 255)
15	11/28	<p>Ch. 13: Services: The Intangible Product</p> <ul style="list-style-type: none"> Characteristics of services (pp. 265-268). You will not be asked to list the characteristics, but you should understand the idea and, if prompted with a specific characteristic, be able to discuss it. The Service Gaps Model (pp. 268-278) <p>Ch. 18: Advertising, Public Relations, and Sales Promotions</p> <ul style="list-style-type: none"> Push vs. pull strategies (pp. 374-375) Regulatory and ethical issues (pp. 387-388) Unique selling proposition (p. 379) Advertising schedules (pp. 382-383)