

EXPECTED TEXTBOOK PREPARATION FOR CLASS SESSIONS



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	1/09	No assigned textbook chapters.
2	1/16	
3	1/23	<p>Ch. 1: “Overview of Marketing”</p> <ul style="list-style-type: none"> • Core aspects of marketing • Users of marketing • Value; value co-creation • Reasons why marketing is important <p>Ch. 2: “Developing Marketing Strategies and a Marketing Plan”</p> <ul style="list-style-type: none"> • Marketing strategy • Sustainable competitive advantage • Marketing plan and its phases • Portfolio analysis and strategic business units (SBUs) • Boston Consulting Group model • Growth strategies

REMINDER:

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

4	1/30	
---	------	--

Week	Date	Issues with which you should be familiar before the week's lecture session
5	2/06	<p>Ch. 3: "Marketing ethics"</p> <ul style="list-style-type: none"> • Ethical climate • Reasons people act unethically • Framework for ethical decision making • Scenarios as a means to understand ethics <p>Ch. 4: "Analyzing the Marketing Environment"</p> <ul style="list-style-type: none"> • The marketing environment and its elements <ul style="list-style-type: none"> ○ Immediate environment ○ Macro-environment ○ Demographics—you do <i>not</i> need to remember details about each cohort
6	2/13	<p>Ch. 5: "Consumer Behavior"</p> <ul style="list-style-type: none"> • Factors influencing consumer decision making • Consumer involvement • Consumer evaluation of alternatives—sets • Post-purchase dissonance • Reference groups • Situational influences
7	2/20	
8	2/27	<p>Ch. 6: "Business-to-Business Marketing"</p> <ul style="list-style-type: none"> • B2B markets • Types of institutional buyers • The B2B buying process • Factors affecting the buying process <ul style="list-style-type: none"> ○ The buying center ○ Organizational culture • Buying situations
9	3/05	
10	3/19	<p>Ch. 7: "Global Marketing"</p> <ul style="list-style-type: none"> • Globalization • Growth of the global economy • Assessing global markets • Government actions—obstacles to trade (you do <i>not</i> need to know specific trade agreements) • Sociocultural factors and Hofstede's Dimensions • Global entry strategies
11	3/26	<p>Ch. 8: "Segmentation, Targeting, and Positioning"</p> <ul style="list-style-type: none"> • Stages of the STP process • Overall strategy options • Bases for segmentation <ul style="list-style-type: none"> ○ Geographic ○ Demographic ○ Psychographic, including VALS ○ Benefit desired ○ Geodemographic, including PRIZM ○ Loyalty • Criteria for segment attractiveness • Positioning strategy options

Week	Date	Issues with which you should be familiar before the week's lecture session
12	4/02	<p>Ch. 9: "Marketing Research and Information Systems"</p> <ul style="list-style-type: none"> • Using marketing information systems to create value • Data warehouses • Data mining • The market research process • Secondary data <ul style="list-style-type: none"> ◦ Syndicated data • Information Resources Inc. (IRI) and the value of info <p>Ch. 10: "Product, Branding, and Packaging Decisions"</p> <ul style="list-style-type: none"> • Product assortment and product lines • Value of branding • Brand equity and its sources • Branding strategies (types of brands) • Naming brands • Brand licensing • Packaging—primary and secondary
13	4/09	<p>Ch. 11: "Developing New Products"</p> <ul style="list-style-type: none"> • Innovation and value <ul style="list-style-type: none"> ◦ Pioneers, breakthroughs, and first movers • Diffusion of innovation (you do <i>not</i> need to remember each adoption group and its characteristics) • Idea generation • Concept testing • Product development and testing • Test marketing and pre-market tests • Slotting allowances <p>Ch. 12 (skim only): "Services: The Intangible Product"</p> <ul style="list-style-type: none"> • Characteristics of services <p>Ch. 14: "Supply Chain Management"</p> <ul style="list-style-type: none"> • Marketing channels • Logistics management • Distribution centers • Information flow • Computer data interchange (EDI) • Vendor-managed inventory (VMI) • "Pull" vs. "push" supply chains • RFID tags • Cross-docked inventory • Vertical marketing system <p>Ch. 15 (skim only): "Retailing and Multichannel Marketing"</p> <ul style="list-style-type: none"> • Distribution intensity • Types of retailers (you do <i>not</i> need to memorize—please skim for the "big picture") • Value of Amazon.com customers ("big picture" only)

Week	Date	Issues with which you should be familiar before the week's lecture session
14	4/16	<p>Ch. 13: "Pricing Concepts for Establishing Value"</p> <ul style="list-style-type: none"> • 5 Cs of pricing • Demand curves and pricing • Price elasticity (you will <i>not</i> be asked to do any calculations on exams) • Break-even analysis (you will <i>not</i> be asked to do any calculations on the exam) • Types of competition • Legal issues in pricing
15	4/23	<p>Ch. 16: Integrated Marketing Communication</p> <ul style="list-style-type: none"> • Integrated marketing communication (IMC) • The communication process • Consumer perception of communication • AIDA model • Marketing metrics to assess performance of IMC efforts (You will <i>not</i> be asked to make calculations on the exam) <p>Ch. 17: "Advertising, Public Relations, and Sales Promotions"</p> <ul style="list-style-type: none"> • Steps in advertising planning and execution (You do <i>not</i> need to remember each step) • Advertising objectives • Advertising schedules • Puffery

