Marketing
COR1-GB.2310.21 & 22
Tuesday/Thursday
Spring 2014

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“Chance favors the prepared mind.”

Louis Pasteur

Peter Drucker said: “The purpose of a business is to create a customer.” Marketing is the process of improving your chances of getting and keeping that customer through risking and allocating scarce company resources in the search for a competitive advantage in the marketplace. This course is designed to introduce and develop the marketing terminology, concepts and processes used by today's marketing companies when developing and implementing marketing strategies.

The objectives of this course are:

♦ To introduce and argue for a marketing orientation in company planning and thinking regardless of functional responsibility.
♦ To provide an analytical framework for developing, pricing, distributing and promoting products and services.
♦ To introduce and develop the marketing tools and concepts necessary for making more persuasive arguments in favor of marketing activities.
♦ To provide a forum for students to practice their reasoning, judgements and evaluations of marketing problems.

The emphasis in this course is on identifying, analyzing and solving marketing problems. We will use lectures, case studies, and classroom discussions to develop these marketing issues. This will be an intensive and highly interactive course. Students are expected to question, argue and discuss everything that is presented. Requirements for this class are enthusiasm and a willingness to think and work. A sense of humor would also be greatly appreciated.
Course Materials


Case Packet

Course Requirements

Your final grade will be composed of the following:

1) Exams (3) ............... 70%
3) Written Case Studies (2) . 20%
4) Case preparation and class participation . 10%

Further details regarding the written case requirements and my other expectations will be provided in class.

Course Schedule

2/4
Course Structure and Requirements
Strategic Marketing

Read: Winer Chapters 1 & 2
Video case: Club Med (shown in class)

2/6
Strategic Marketing (continued)

2/11
Product Portfolio Analysis

Read: Winer Chapters 7 & 8
Video case: Maytag (shown in class)

2/13
Product Portfolio Analysis (continued)

2/18
Consumer and Customer Insights
Market Research

Read: Winer Chapter 3

2/20
Market Segmentation

Read: Winer Chapter 4

2/25
1st Exam
<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Read Notes</th>
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<tbody>
<tr>
<td>2/27</td>
<td>Branding and Positioning</td>
<td>Read: Winer Chapter 7 (what again?)</td>
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<tr>
<td>3/4</td>
<td>Consumer Buying Behavior</td>
<td>Read: Winer Chapter 5</td>
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<tr>
<td>3/6</td>
<td>Industrial Buying Behavior</td>
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<td>3/11</td>
<td>Product and Market Life Cycles</td>
<td>Competition</td>
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<td>Read: Winer Chapter 6</td>
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<td>Case: Marketing Myopia</td>
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<td>3/13</td>
<td><strong>First Written Case Due—Loctite Corp</strong></td>
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<td>3/18 &amp; 3/20</td>
<td>Spring Break</td>
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<td>3/25</td>
<td>Channels of Distribution</td>
<td>Read: Winer Chapters 12 &amp; 13</td>
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<td>3/27</td>
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<td>Read: Z-Corp</td>
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<tr>
<td>4/1</td>
<td>Catch-up and Exam Review</td>
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<td>4/3</td>
<td><strong>2nd Exam</strong></td>
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<td>4/8</td>
<td>Pricing</td>
<td>Read: Winer Chapter 9</td>
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<td>Case: Groupon</td>
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<td>4/10</td>
<td>Pricing (continued)</td>
<td>Read: Optical Distortion Inc.</td>
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<td>4/15</td>
<td>Marketing Communications</td>
<td>Read: Winer Chapters 10 &amp; 11</td>
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<td>4/17</td>
<td>Marketing Communications (continued)</td>
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4/22  Services Marketing
Read:  Winer Chapters 14 & 15
4/24  Read:  Starbucks
4/29  Global Marketing
Read:  Mary Kay Cosmetics
5/1  Second Written Case Due—Calyx & Corolla
5/6  Course Summary
5/8  3rd Exam