

Welcome

Lecture and discussion:

- About you (and me)
- Syllabus overview
 - Book
 - Office hours, contact info, course website, class forum
 - Evaluation
 - Participation
 - Group project
 - Marketing research
 - Marketing in the news
 - Experiential Learning Center (ELC)
- Overview of Marketing

- Why are you here?
- What do you expect from this class?

Textbook: Grewal Dhruv, and Michael Levy.

M: Marketing, 6th edition. Boston: McGraw-Hill Irwin, 2015.



- **Office hours:**
 - Tuesdays 1pm – 3pm (or by appointment)
- **Email:** proserpi@marshall.usc.edu
- **Course website:**
 - <http://www-bcf.usc.edu/~proserpi/buad307-385-fall18.html>
- **Class forum:** Piazza
 - You should already be enrolled! (if not, you should do it now)

Lecture

- Mostly used to go over marketing concepts

Discussion

- Group exercises, activities, discussion about new platforms, firms, recent news or events related to marketing

- 30% of the final grade
- 5-7 students per group
 - Deadline to form groups is week 3
 - I setup a Google Doc (available on Piazza under resources) for you to enter the group members
 - Peer evaluation within groups
- You and your group must work as a team to develop a new product or service that fits in with the current product assortment of an existing company
 - Use the concepts we learned in class to develop the product

What you need to submit:

1. Project proposal (deadline Sept. 20)
 - One page presenting your idea
 - We will discuss them in class Sept. 20
2. Presentation (deadline Nov. 29)
 - You will present to the class on Nov. 29
3. Final paper (deadline Nov. 30)
 - Describe the process undertaken in developing the new product including the marketing strategies and concepts you adopted

Helpful tools to work as a team

- Skype
- Google Hangout, Drive, etc.
- Slack: <https://slack.com/>
 - Assign tasks
 - Synch with email
 - Topic-based threads
 - Many more functionalities!

Examples from Fall 2016

Tempo by VOSS

"For the runner, the leader, the fast-paced"



Gift on the Go, with

venmo



Participation and attendance are very important!

- 7.5% of the final grade
- I will take class and discussion attendance

Marketing research (2.5% of final grade)

- Mandatory!
- Every student must participate in 2 research studies
- The instructions can be found at:
<http://www-bcf.usc.edu/~proserpi/BUAD307-385-fall18/research-studies.pdf>
- If you cannot participate, e.g., you are under 18 years old, notify me ASAP
 - I will give you an alternative assignment

- Two Exams (60%)
 - Midterm (25%), Oct. 9
 - Final (35%), TBD

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 - Final presentation (Nov. 29)
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- Participation (7.5%)
- Marketing research studies (2.5%)

We will start each class with a few of you presenting a marketing related example that recently appeared in the news or relates to the topics we have covered in class.

In groups of 3, you will pick a date during the semester (list of available dates will be posted on Google Docs) to briefly (5 min) present a real-world marketing example to the class that 1) hit the news in the past 7 days OR 2) relates to topics covered in one of the three previous classes. For example, if you picked October 16 as your date to present, you would discuss a marketing related example that 1) was in the news between October 11 and October 16 OR 2) is related to topics discussed October 2, October 4 or October 11.

I setup a Google Doc (link on Piazza under resources) for you to choose the date for your presentation

We will start next week, Tuesday, August 28



PROGRAMS ▾ DEPARTMENTS ▾ FACULTY & RESEARCH ▾ NEWS & EVENTS

ABOUT WHY MARSHALL USC LEVENTHAL



Experiential Learning Center

Welcome to the Experiential Learning Center where Marshall Students practice critical management skills in a safe and risk-free environment.

We will have three guest speakers

1. Dina Oba, Director of CRM at Hush
2. Azita Sayadi, Driver Product Marketing Manager at Uber
3. Zach Winston, Data Scientist at eBay

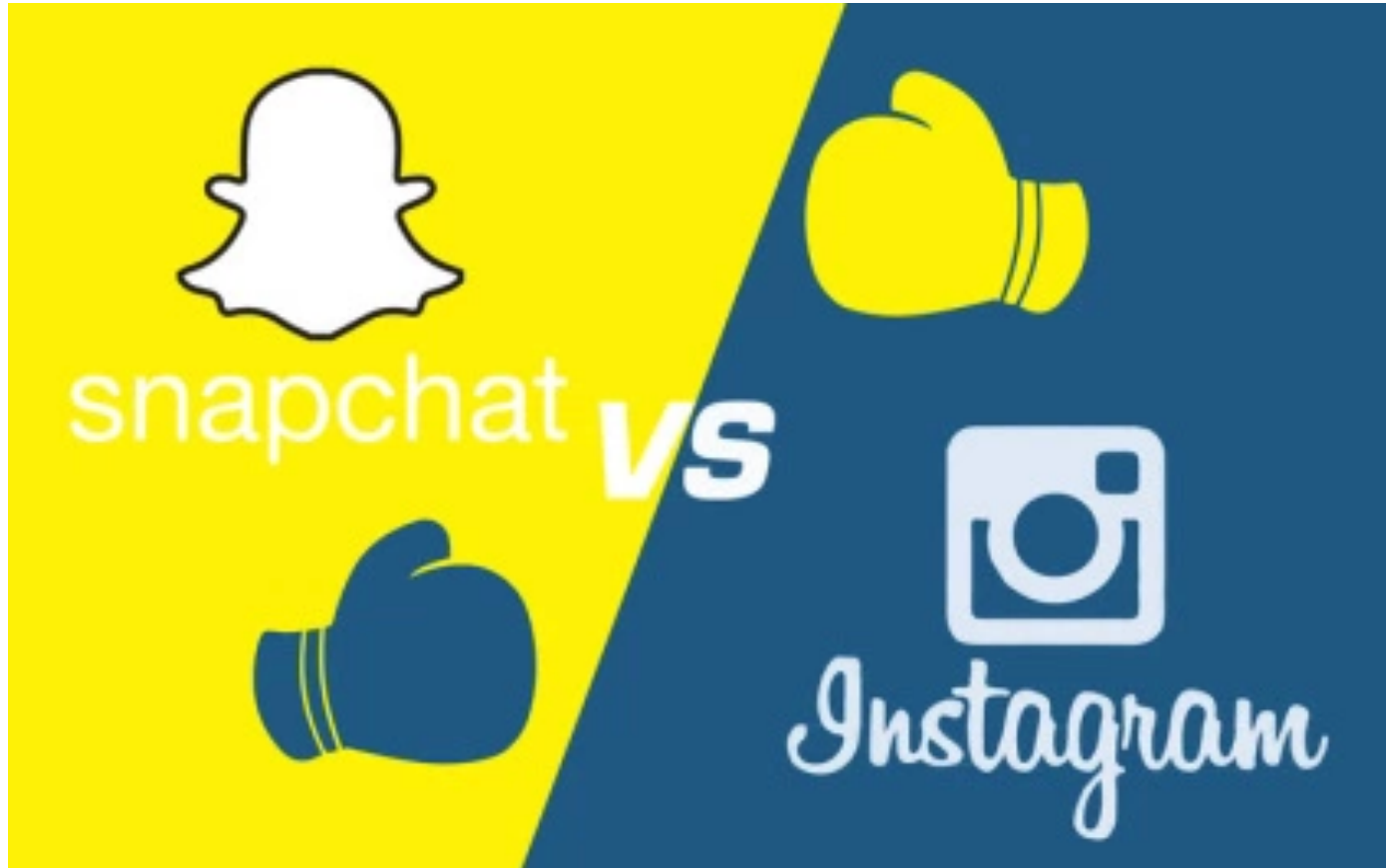
Any questions?

Overview of marketing (Chapter 1)

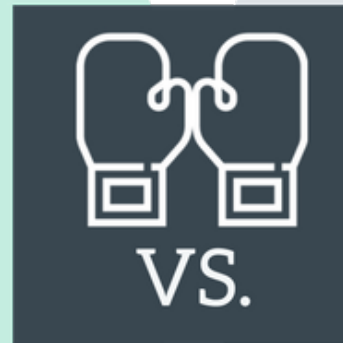
How Are They Different?



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American Marketing Association (AMA)

– Definition of 'Marketing' is :

the activity, set of institutions, and processes for creating, capturing, communicating, delivering, and exchanging offerings that have **value** for customers, clients, partners, and society at large.

Two More Takes

"Marketing is not really a separate function at all. It is the whole business seen from the point of view of its final result, that is, from the customer's viewpoint."

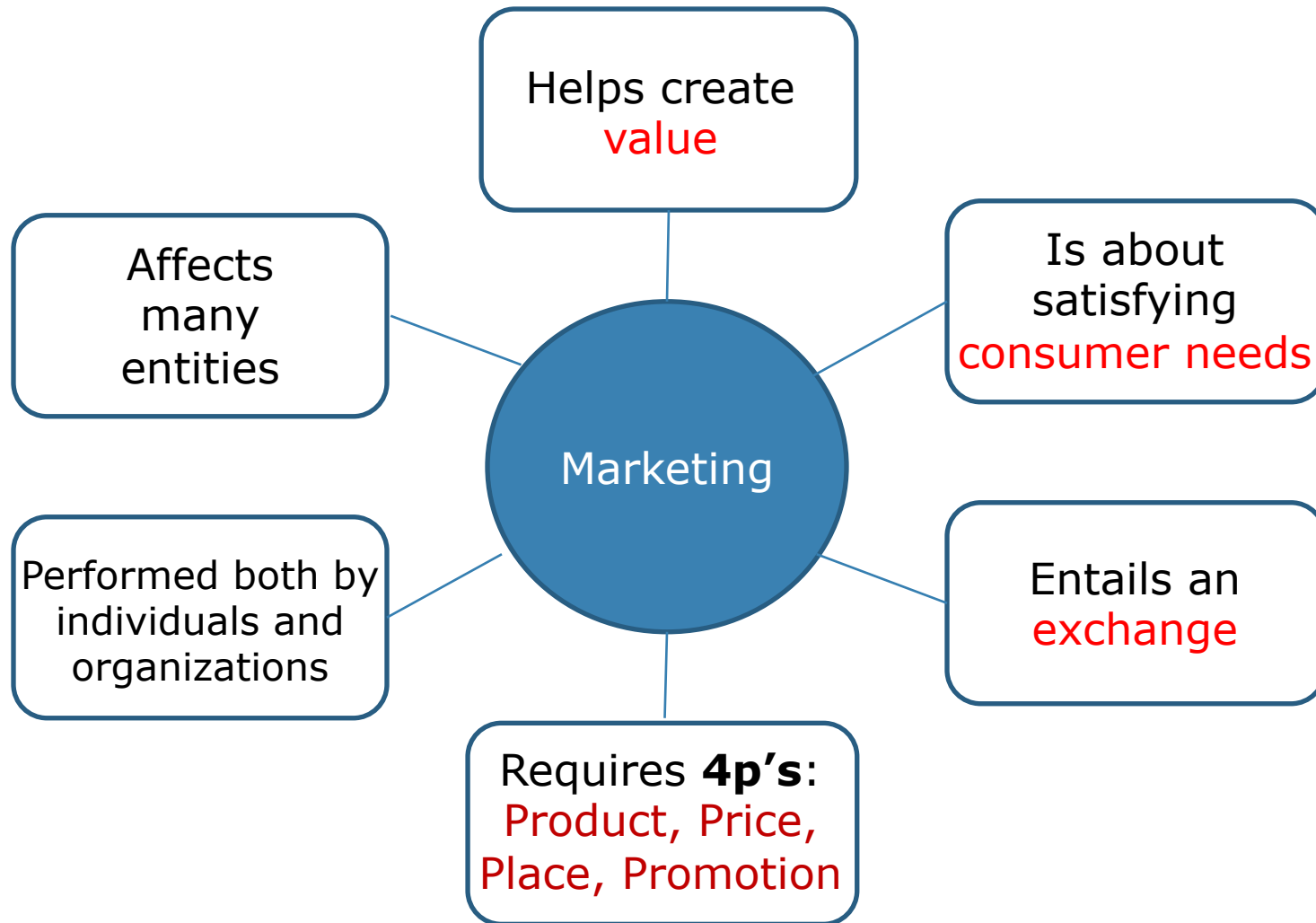
- **Peter Drucker**
(consultant, educator, author,
"Founder of Modern Management")

"Marketing Management is the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value."

- **From a graduate-level marketing management**
textbook
by Kotler & Keller

Marketing ≠ Advertising!!!

What is Marketing?



DATA!!!

Qualitative and quantitative analytical skills:

- Focus Groups
- Internal and external data
- Surveys
- Feedback from consumers on surveys, or from social networking sources
- Research/Analysis

Using all the resources listed above to develop an effective marketing plan requires critical thinking!

In this class we will challenge you and help you learn & practice these skills

See you in discussion section
on Thursday!