

**Welcome
to BUAD 307!**

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

About you

- 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:**
 - Mon/Thurs 1pm – 3:30pm (or by appointment)
- **Email:** proserpi@marshall.usc.edu
- **Course website:**
 - <http://faculty.marshall.usc.edu/Davide-Proserpio/buad307-fall19.html>
- **Class forum:** Piazza (www.piazza.com)
 - 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 4
- 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 Oct. 7)
 - One page presenting your idea
 - We will discuss them in class Oct. 7
2. Presentation (deadline Dec. 3)
 - You will present to the class on Dec. 4
3. Final paper (deadline Dec 10)
 - 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

Data sources:

- <https://shopping.thinkwithgoogle.com/>
- Statista

Tempo by VOSS



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 + 1 online study
- The instructions can be found at:
<http://faculty.marshall.usc.edu/Davide-Proserpio/buad307-fall19/research-studies.pdf>
- If you cannot participate because you are under 18 years old, notify me ASAP
 - I will give you an alternative assignment

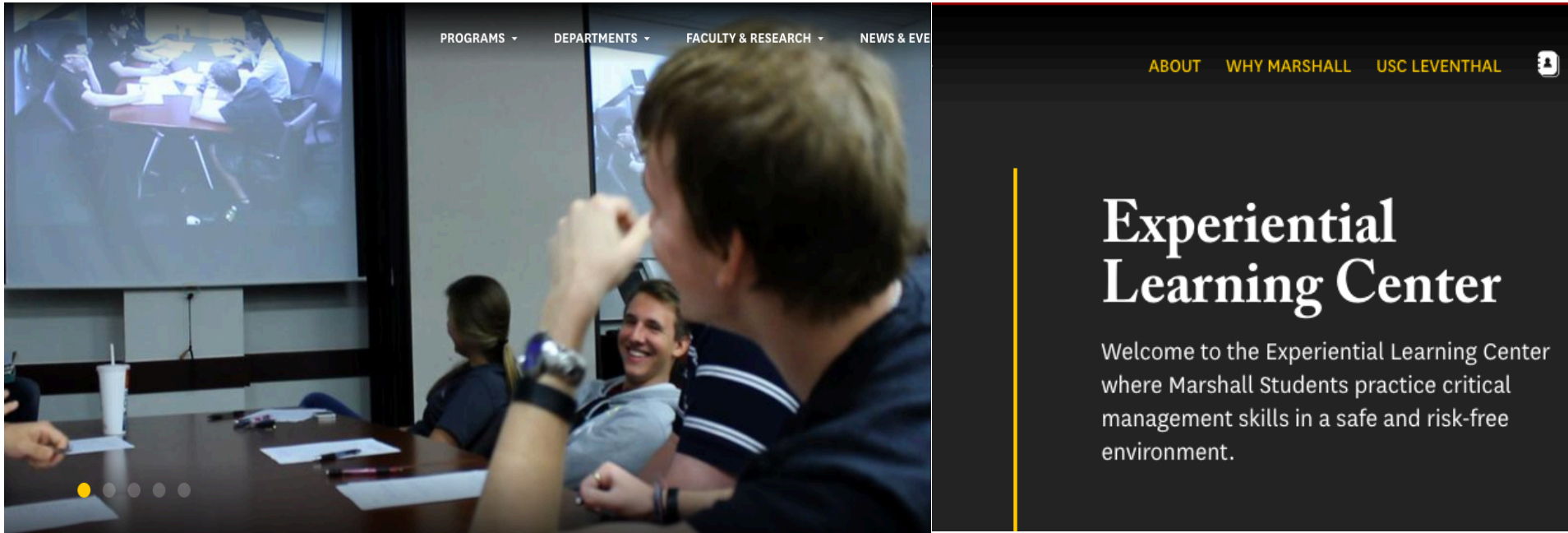
1. Two Exams (60%)
 - Midterm (25%), Oct. 14
 - Final (35%), TBD (Dec 11-18)
2. Group project (30%)
 - Final presentation (Dec. 4)
 - Paper (Dec. 10)
3. Participation (7.5%)
4. Marketing research studies (2.5%)

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 2 or 3, you will pick a date during the semester (list of available dates will be posted on a 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 Monday, September 9



We will have two (maybe three) guest speakers

1. Zoe McKiness - Director Marketing Data Science and Engineering @ **Netflix**
2. Rahul Khanna - Global Head, Marketing Negotiations @ **Uber**

I'll post on Piazza a Doodle link to pick the time for these talks

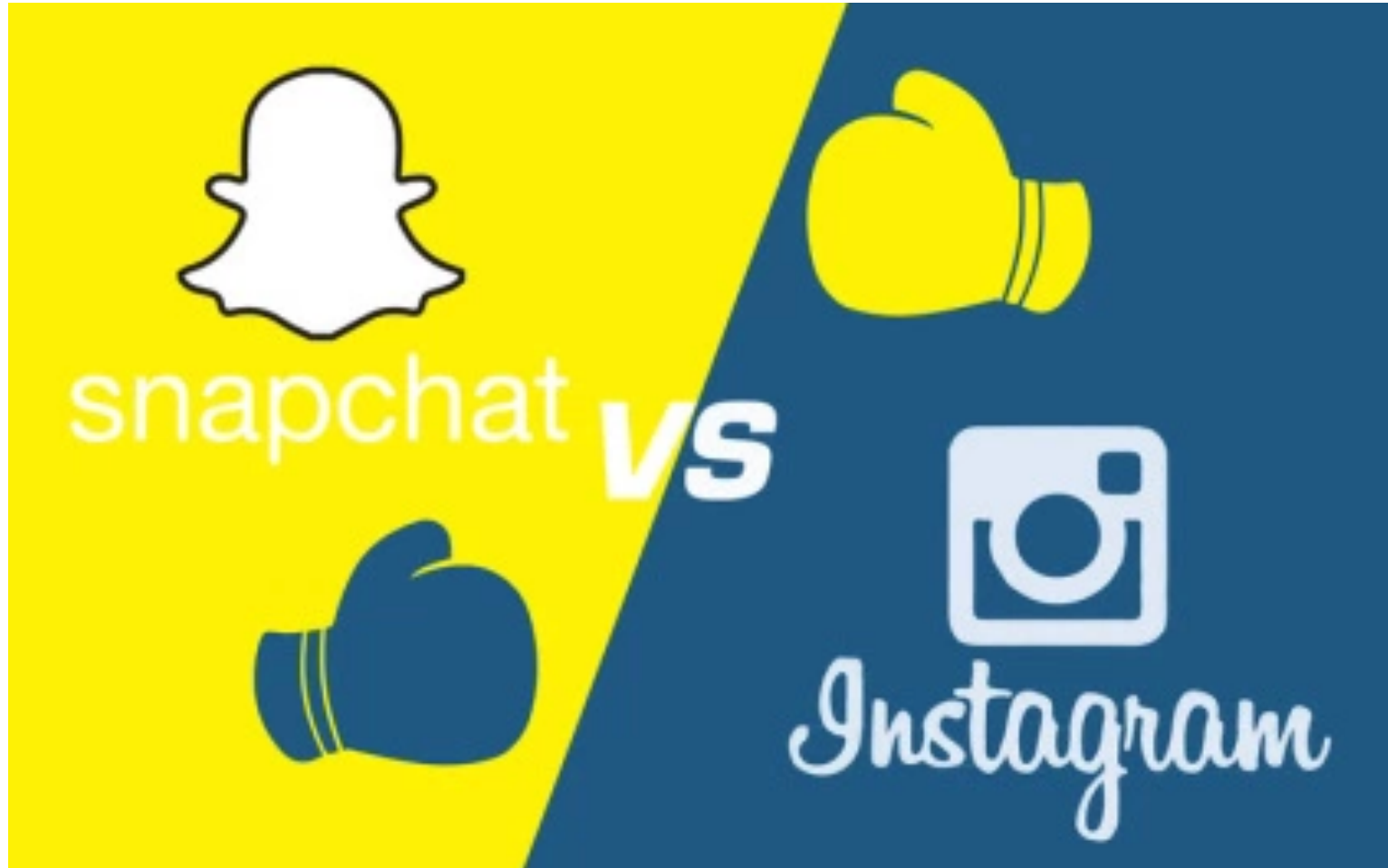
Any questions?

Overview of marketing (Chapter 1)

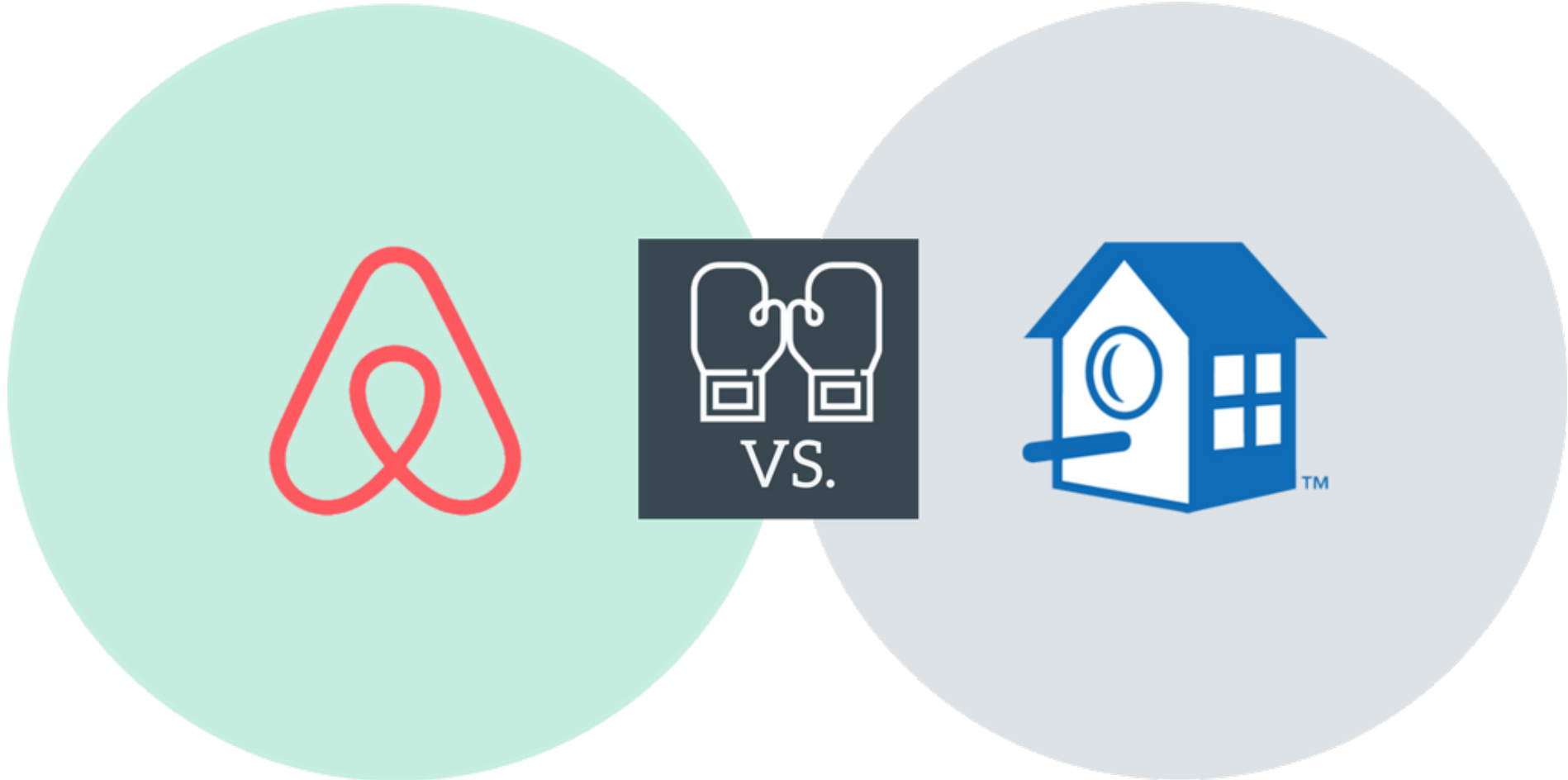
How are they different?



How are they different?



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How are they different?



American Marketing Association (AMA)

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."

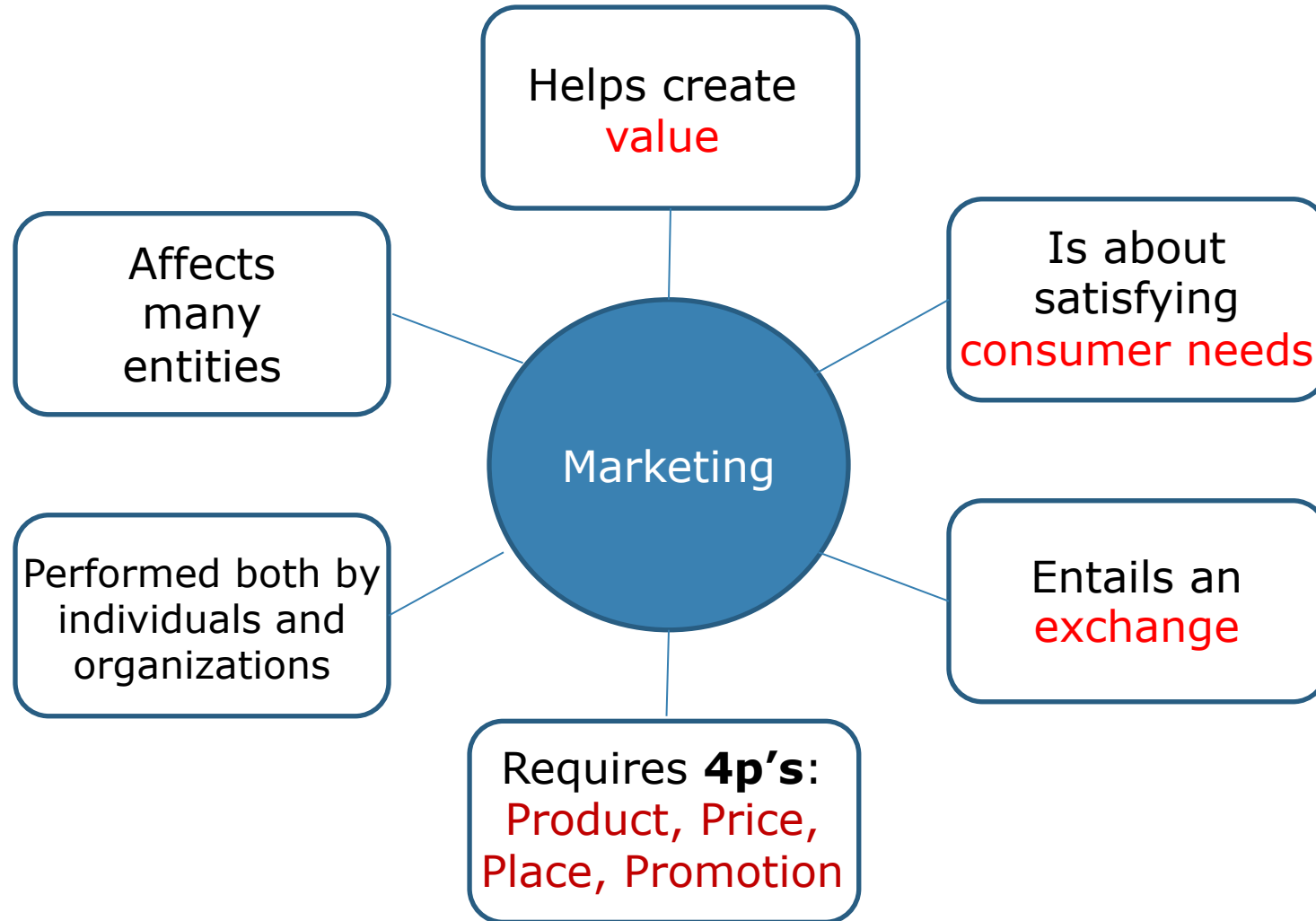
- **Peter Drucker (consultant, educator, author, "Founder of Modern Management")**

"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?



Marketing is an exciting and ever-changing field

For example:

- Digital Marketing
- Return on Investment
- Measuring Results
- Tools to build awareness
- Improving conversion rates
- Effective use of social media marketing
 - <https://www.youtube.com/watch?v=jottDMuLesU>
- Advertising
 - <https://www.youtube.com/watch?v=rw-tlt3AnI0>



Marketing is an ever-evolving field!

We will cover all of these topics and many more in this course!

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 I will challenge you and help you learn & practice these skills