

BUAD 307 – Fall 2020

Professor: Davide Proserpio
Email: proserpi@usc.edu

Office hours: Mon 2pm – 3:30pm, Tuesday 12-1:30pm, or by appointment (to be scheduled via email).

Lounges: I will use [Remo](#) and do informal lounges where everyone is free to attend to ask questions about concepts discussed in class, the group project, or simply chat with the professor and classmates. This is different from office hours, and many students can participate at the same time.

Course website: <http://faculty.marshall.usc.edu/Davide-Proserpio/buad307-fall20.html>
(In addition to use Blackboard, class material (excluding videos) will be also posted on the class website).

Class Hours and Locations

This class will be entirely online. There will be an asynchronous part (more details below) that substitutes most of the lecture hours (Monday, 12 pm - 2 pm) but not all of them; for example, we will meet during lecture time the first day of class (Monday, August 17), and guest speaker talks and the midterm will be held during the lecture time. I will announce and post on the class schedule when lecture time will be used. Additionally, there will be a synchronous class session (with about 42 students per session) that will be held via Zoom in the following days and Pacific Times:

BUAD-307 14802: Monday, 4 pm - 6 pm
BUAD-307 14804: Tuesday, 4 pm - 6 pm
BUAD-307 14806: Tuesday, 2 pm - 4 pm
BUAD-307 14808: Monday, 6 pm - 8 pm
BUAD-307 14810: Tuesday, 10 am - 12 pm

The Zoom links will be posted on Blackboard.

Asynchronous Material

The asynchronous part of the course will consist of a set of short videos (7-12 minutes), slides, and exercises that substitute that traditional lecture time. These materials will be released on a weekly basis (Thursdays or Fridays) and students are expected to watch the videos, read slides, and do the exercises proposed **before** attending the synchronous class session. This is

important because the synchronous class session will be based on the concepts discussed in the asynchronous part of the class.

Classroom Policies

1. Class attendance and participation is important in developing a coherent view of the materials covered in the course. Unless accommodated as described in (b) below, attendance and active participation is expected at the synchronous Zoom class sessions.
 - a. Students are expected to have cameras on during the synchronous Zoom sessions, and preferably use headsets or earphones to ensure the best audio quality. *Please advise me if you have circumstances under which you will not be able to meet these expectations.*
 - b. For students who are located in a time zone where the synchronous class sessions or exams fall outside the window of 8 a.m. to 10 p.m. in your local time zone, please contact me. You will not be penalized for not attending the live Zoom class sessions. The Zoom sessions will be recorded and posted on Blackboard, and you will be responsible for watching the recorded sessions. Exams and other synchronous assessments will be scheduled for students to be able to complete the assessment between 8 a.m. and 10 p.m. in your local time zone.
2. During synchronous Zoom sessions, the following netiquette is expected, as if you were in a physical classroom.
 - a. Please do:
 - i. Log into class early or promptly
 - ii. Arrange to attend class where there is a reliable internet connection and without distractions
 - iii. Dress respectfully. Video conference business meetings are and will be the norm, so practice your professional telepresence.
 - iv. If you use a virtual background, please keep it respectfully professional.
 - v. Display both your first and last name during video conferencing and synchronous class meetings.
 - vi. Respectfully minimize distractions by muting and or turning off video if necessary and when appropriate.
 - vii. Engage in appropriate tone and language with instructors and classmates.
 - b. Please try not to:
 - i. Engage in a simultaneous activity not related to the class.
 - ii. Interact with persons who are not part of the class during the class session.
 - iii. Leave frequently or not be on camera for extended periods of time.
 - iv. Have other persons or pets in view of the camera.
3. All Zoom sessions will be recorded and posted in the Blackboard Course pages.

Technology requirements

The following equipment and system requirements are recommended to successfully participate in this online course:

- Computer with webcam
- Earphones or headset
- Reliable (preferably high speed) Internet connection
- Current operating system for Windows or Mac
- Current browser
 - Google Chrome
 - Firefox
 - Internet Explorer (not recommended)
 - Safari (Mac)

For technical support please see:

- **USC Systems** (Blackboard, USC Login, MyUSC, USC Gmail, GoogleApps)
For assistance with your USC login or other USC systems, please call +1 (213) 740-5555 or email Consult@usc.edu. They are open Mon – Fri 9:30am – 5pm and weekends from 8am - 5pm (all Pacific time).
- **Zoom Video Web Conferencing System** (MarshallTALK)
For assistance using Zoom, go to [Zoom Support Page](#). You may also call +1 (888) 799-9666 ext. 2. They are available 24/7.
- **Marshall Systems** (MyMarshall, Marshall Outlook email)
For assistance with Marshall systems you can call +1 (213) 740-3000 Mon-Fri 8am-6pm (Pacific), email HelpDesk@marshall.usc.edu, or use our self-help service portal as shown below. The portal allows you to get immediate assistance by searching for the information you need. You can also use it to chat with a technician or input a request. To access the service portal, follow these steps:
 - On a computer or mobile device, go to [MyMarshall Home Page](#) and click the “**Help**” link on the upper right.
 - Log in using your Marshall username and password. (If you don't know your Marshall login please follow the onscreen instructions pertaining to login issues)

If your computer does not have Microsoft Word, Office 365 package is available to you free of charge and allows you to install Word, Excel, PowerPoint, Outlook, OneNote, Publisher, and Access on up to 5 PCs or Macs and Office apps on other mobile devices including tablets. Office 365 also includes unlimited cloud storage on OneDrive. To download Office 365 log into your student (University) email through a web browser, choose Settings (top right corner), and select software. If you have further questions or need help with the software, please contact the USC ITS service portal.

Course Description

BUAD 307 will provide students with a deep understanding of fundamental marketing concepts and terminology. In this course, students will come to understand how marketing factors such

as product assortment, pricing, distribution channels, word-of-mouth, promotions, demographic characteristics, and market segmentation can affect the success of a business enterprise. Marketing, broadly defined, is the study of all aspects of MARKETS: the exchange of money and products (or services) that delivers added value to both the buyer and the seller. Marketing is much more than just advertising. When you consider this general definition of marketing, you will see that this course can benefit students in a wide variety of disciplines in business. In this course, students will hone the critical-thinking skills needed to identify what the consumers want, understand how to satisfy consumer needs, and find ways to build an advantage over competitors and maintain a position in the market.

Learning Objectives

One of the primary objectives of this course is to empower you with the knowledge and critical-thinking skills to make marketing-management decisions. This course is designed to (1) serve as a general introduction to marketing for students in a variety of disciplines, (2) prepare you for higher-level courses in marketing, if you decide to pursue the subject to a deeper level. The path will prepare you for positions of leadership within the marketing function of a wide variety of organizations – from multi-national corporations, to non-profit organizations, to your own small business.

Required Materials

Textbook: Dhruv Grewal and Michael Levy, *M: Marketing*, 7th edition. Boston: McGraw-Hill Irwin, 2018 (ISBN: 978-1259924033).

Lecture slides, this syllabus, and additional course information will be available on the course website

Prerequisites and/or Recommended Preparation

No prerequisites.

Recommended preparation: Although NOT a prerequisite, an understanding of how to use PowerPoint, Word, and Excel could become useful to you in class. If you are not familiar with PowerPoint, Word, and(or) Excel, you should still enroll in this course. Set aside some time to learn the basics and learn by doing.

Course notes and attendance

Please note that the professor reserves the right to make changes to this syllabus at any time throughout the semester. Changes to this syllabus – if any – will be announced and explained in class.

Attending the classes is an important part of learning. Your understanding of the course materials will be at a different level if you participate in the classes.

There will be some amount of material that will be delivered in lectures and discussion sections ONLY (i.e., not in the textbook). This is because lectures and discussions are meant to

enhance rather than repeat what is in the textbook. **This also means that some exam questions will be based on material discussed in class but not discussed the text book.** It is the responsibility of the student to make up for missed lectures and discussion sections by meeting with a classmate to review what was discussed on the missed day, and by asking the professor questions during office hours regarding missed material.

Class Forum: Piazza

We will use Piazza (www.piazza.com), an online forum. The professor will enroll every student registered in the course. Using Piazza, you can ask questions, start discussions, and exchange useful information. This is the place for you to make friends and help each other. This is also a good place for you to interact with the professor. The professor will participate as well, answering some questions and settling debates. The professor will also use Piazza for any class announcements. Make sure to check Piazza regularly, or setup email notifications in your account settings.

The forum is for the class only; posting irrelevant or inappropriate information will be treated seriously.

Grading Policies

The various components of the course grade are weighted as follows:

Assignments	Points
Midterm	25
Final exam	35
Market research participation	2.5
Participation	7.5
Group project	30
TOTAL	100

Generally speaking, letter grade guidelines (which CAN change slightly, depending on overall class performance) are approximately as follows: “A” grades (A, A-) start at 90; “B” grades (B-, B, B+) start at 80; “C” grades (C-, C, C+) start at 70; “D” grades (D-, D, D+) start at 60; “F” grades (F) start at 59 or below. The grade ranges given in this paragraph are approximations only and are subject to change in situations where class averages on the various assignments are unusually high or low (because “relative performance” is an important aspect of the course grade). We will explain this further in class.

Your grade will not be based on a mandated target, but on your performance. In fall 2018, the average grade for this class was around a “B”.

The Two Exams

- One midterm (25% of the total grade) and one final exam (35% of the total grade). Details about each exam will be explained in class.

- Test aids of any kind are strictly prohibited. Cheating on an exam is a **serious offense** (see Academic Integrity section).
- Exams will be multiple choice only. Scantrons will be provided to you for both exams. Please bring only #2 pencils (at least two) and an eraser that will not smudge or rip your scantron if you need to make a change. You may bring a simple calculator. Under no circumstances will you be allowed to use the calculator feature on any of your mobile devices. Your professor will let you know in advance of the exam whether a calculator will be necessary.
- Make-up tests are allowed only in rare circumstances and must be approved by the professor. If you are enrolled in this course, please make sure you are available to take the midterm and final on the scheduled dates. Taking the final early is not an option. Please discuss any scheduling conflicts with me during the first three weeks of the semester.
- Challenges to exam scoring should be brought to my attention no later than one week after graded exams are returned.
- You should be prepared to provide proper identification on the exam day. Please bring your USC ID with you.

Marketing Research Requirement

Marketing research participation is 2.5% of the total grade.

This class is required to participate in 12 online research studies per semester. Detailed instructions can be found at http://faculty.marshall.usc.edu/Davide-Proserpio/BUAD307-fall20/Handout_MKT_ResearchPool_Fall_2020.pdf. As it is described in the instructions, if you decide to not participate in the marketing research studies, I will give you an alternative project which will consist in writing a short research paper. Requesting this alternative project will in no way have a negative effect on your grade. However, requesting the alternative project late in the semester will not be an option.

Class Participation

In-class participation is 7.5% of the total grade and will be evaluated based on your level of involvement in class discussions and in-class exercises.

- Class participation is much more than just speaking up during class – it is about demonstrating that you are making an effort to learn the material and discuss it in a meaningful manner with your peers and professor.
- Although attendance is by no means the main component of your participation grade, please keep in mind that you must be present in order to learn from and contribute to class discussions. Attendance is critical. There will be a substantial amount of material that will be delivered in lectures and discussion sections ONLY (i.e., not in the textbook), because lectures and discussions are meant to enhance rather than repeat what is in the textbook.
- The professor **may** give up unannounced attendance quizzes during the semester. The attendance quizzes don't figure directly into your grade, but they alert me about your

commitment to the class. These quizzes may be given at any time, in either lecture or discussion section.

- Attendance will also be taken during discussion sections for the same reason.
- Class participation will be evaluated by your professor in relation to your peers. Class participation and the group project grade are the two components of the course where your “relative performance” (i.e., relative to your peers) will be *particularly* important for purposes of earning a high score.
- Students who earn top scores in this category must participate in class discussions actively, thus helping lead their classmates to think critically and analytically while discussing cases, chapters, etc. Earning a high score in this category also requires students to chime in, challenge assumptions, and make relevant comments when the professor asks a question to get discussion section started based on chapter and case readings. Good attendance alone will NOT earn a high score in this component of the course grade.

Group Project

The group project is 30% of the total grade.

Select an existing company whose business practices can be researched (further explanation of this will be provided in class). You and your group must work as a team to develop a marketing plan for a new product or service that fits in with the current product assortment of that company. (For example, if you select a company that manufactures consumer-packaged goods, your product or service should fit in with that type of product.) Groups should consist of 6 students depending on the class size. Use your knowledge of marketing terms and concepts, along with the critical-thinking skills required by a marketing management project of this nature, to create and describe a marketing plan for your new product or service. The new product or service must be realistic.

Forming the groups: You should form a group for the project as soon as possible, and not later than week 3.

Group project proposal: Your proposal will describe your product idea, your company, your competitors, and your customers. It will also describe why there is a need for this new product or service in the marketplace. Print your group member names and USC IDs at the top of the page. Note that this proposal is separate from the group paper discussed below. The proposal is due on Friday, September 18 (end of week 5), as shown on our class schedule. Length should be about 1 page, single-spaced, 12 points Time, margins approximately 1”.

Presentation: The project will be presented by each group at the end of the semester (last day of class). Your presentations will be about 12 minutes with Q&A. (This timing may have to be adjusted depending on the number of groups. Your professor will notify you if these timing guidelines are adjusted.) Develop your presentation as if your audience were a group of investors or senior managers from your company of choice. You must convince your audience that adding this particular product or service makes good business sense.

Your presentation should cover the information in your paper (discussed below), plus additional details about the “4P’s” as they pertain to your new product or service. More specific instructions will be provided in class as well as via Blackboard.

Paper: Besides the final presentation, each group needs to turn in a paper describing the process undertaken in developing the new product, which should include, but it is not limited to: a timeline of the product development, from the idea creation to the preparation of the presentation (this should include how you split the various tasks among the group members, and it should be clear who did what); the marketing strategies and concepts you adopted, with an explanation of their relevance in the development of the product or service; challenges that you encountered during the product development (e.g., unexpected new competitor entering the market). The paper should be a PDF document of about 5 pages, single-spaced, 12 points Times New Roman, margins 1”, and must be delivered by midnight of the last day of class.

Peer evaluation within your group: On the day of the presentations, group members will be asked to submit an assessment of each of their team members’ contributions. In order to accurately quantify this assessment, I will ask every member the group to evaluate all team members over several dimensions using a scale 1-5 (1 being poor, and 5 being excellent).

Although the points allocated among the students in this internal team evaluation will not translate directly into your group project score, your peer evaluations **will affect** your grade because they reveal what contributions each student made to his or her team.

These evaluations are confidential and will only be reviewed by your professor. Failure to submit a peer evaluation will result in a point deduction from your individual score.

Not every group member is going to have the same talents, but every member is expected to attend group meetings and make regular contributions to enhance their group’s chances of success.

Marketing in the News

We will start each class discussing a marketing related example that recently appeared in the news or relates to the topics we have covered in class.

Students will post on a weekly basis on Piazza a link of a recent news related to marketing and the concepts we learned in class, and we will start each discussion to discuss one or some of them and their relationship with the Marketing concepts we learned in class.

MARSHALL GUIDELINES

Add/Drop Process

Most Marshall classes are open enrollment (R-clearance) through the Add deadline. If there is an open seat, students can add the class using Web Registration. If the class is full, students will need to continue checking the Schedule of Classes (classes.usc.edu) to see if a space becomes available. Students who do not attend the first two class sessions (for classes that meet twice per week) or the first class meeting (for classes that meet once per week) may be dropped from the course if they do not notify the instructor prior to their absence.

See the “Academic Records and Registrar” website for specific add/drop and related deadlines. (<https://arr.usc.edu/>). Please also refer to <https://arr.usc.edu/calendar/> if you intend to drop a class – that link will give you deadlines to drop without a “W” on your transcript.

Academic Integrity and Conduct

Students are expected to make themselves aware of and abide by the University community’s standards of behavior as articulated in the [Student Conduct Code](#). Plagiarism – presenting someone else’s ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in *SCampus* in Part B, Section 11, “Behavior Violating University Standards” <https://policy.usc.edu/scampus-part-b/>. Other forms of academic dishonesty are equally unacceptable. See additional information in *SCampus* and university policies on scientific misconduct, <http://policy.usc.edu/scientific-misconduct>.

Students will be referred to the Office of Student Judicial Affairs and Community Standards for further review, should there be any suspicion of academic dishonesty. The Review process can be found at: <http://www.usc.edu/student-affairs/SJACS/>. Failure to adhere to the academic conduct standards set forth by these guidelines and our programs will not be tolerated by the USC Marshall community and can lead to dismissal.

It is a violation of USC’s Academic Integrity Policies to share course materials with others without permission from the instructor. No student may record any lecture, class discussion or meeting with me without my prior express written permission. The word “record” or the act of recording includes, but is not limited to, any and all means by which sound or visual images can be stored, duplicated or retransmitted whether by an electro-mechanical, analog, digital, wire, electronic or other device or any other means of signal encoding. I reserve all rights, including copyright, to my lectures, course syllabi and related materials, including summaries, PowerPoints, prior exams, answer keys, and all supplementary course materials available to the students enrolled in my class whether posted on Blackboard or otherwise. They may not be reproduced, distributed, copied, or disseminated in any media or in any form, including but not limited to all course note-sharing websites. Exceptions are made for students who have made prior arrangements with DSP and me.

Students are expected to be familiar with USC’s Academic Integrity Policies (i.e., copying, fraudulent possession of an exam, plagiarism, submission of purchased papers, submitting the same assignment to more than one instructor) and be aware of recommended sanctions (i.e., F for the course, suspension or expulsion) associated with violating such policies. See Appendix A in the SCAMPUS Guidebook for more detail.

Discrimination, sexual assault, and harassment are not tolerated by the university. You are encouraged to report any incidents to the Office of Equity and Diversity <http://equity.usc.edu/> or to the Department of Public Safety <http://dps.usc.edu/contact/report/>. This is important for the safety of the whole USC community. Another member of the university community – such as a friend, classmate, advisor, or faculty member – can help initiate the report or can initiate the report on behalf of another person. Relationship and Sexual Violence Prevention and Services (RSVP) <https://engemannshc.usc.edu/rsvp/> provides 24/7 confidential support, and the sexual

assault resource center webpage <https://sarc.usc.edu/reporting-options/> describes reporting options and other resources.

Support Systems

Counseling and Mental Health - (213) 740-9355– 24/7 on call

<https://studenthealth.usc.edu/counseling/>

Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention.

National Suicide Prevention Lifeline - 1 (800) 273-8255 – 24/7 on call

suicidepreventionlifeline.org

Free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week.

Relationship and Sexual Violence Prevention Services (RSVP) - (213) 740-9355(WELL), press “0” after hours – 24/7 on call

<https://studenthealth.usc.edu/sexual-assault/>

Free and confidential therapy services, workshops, and training for situations related to gender-based harm.

Office of Equity and Diversity (OED)- (213) 740-5086 | Title IX – (213) 821-8298

equity.usc.edu, titleix.usc.edu

Information about how to get help or help someone affected by harassment or discrimination, rights of protected classes, reporting options, and additional resources for students, faculty, staff, visitors, and applicants.

Reporting Incidents of Bias or Harassment - (213) 740-5086 or (213) 821-8298

https://usc-advocate.symplicity.com/care_report/

Avenue to report incidents of bias, hate crimes, and microaggressions to the Office of Equity and Diversity |Title IX for appropriate investigation, supportive measures, and response.

The Office of Disability Services and Programs - (213) 740-0776

dsp.usc.edu

Support and accommodations for students with disabilities. Services include assistance in providing readers/notetakers/interpreters, special accommodations for test taking needs, assistance with architectural barriers, assistive technology, and support for individual needs.

USC is committed to making reasonable accommodations to assist individuals with disabilities in reaching their academic potential. If you have a disability which may impact your performance, attendance, or grades in this course and require accommodations, you must first register with the Office of Disability Services and Programs (www.usc.edu/disability). DSP provides certification for students with disabilities and helps arrange the relevant accommodations. Any student requesting academic accommodations based on a disability is required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP. Please be sure the letter is delivered to me (or to your TA) as early in the semester as possible. DSP is located in GFS

(Grace Ford Salvatori Hall) 120 and is open 8:30 a.m.–5:00 p.m., Monday through Friday. The phone number for DSP is (213) 740-0776. Email: ability@usc.edu.

USC Campus Support and Intervention - (213) 821-4710

<https://uscса.usc.edu/>

Assists students and families in resolving complex personal, financial, and academic issues adversely affecting their success as a student.

Diversity at USC - (213) 740-2101

diversity.usc.edu

Information on events, programs and training, the Provost's Diversity and Inclusion Council, Diversity Liaisons for each academic school, chronology, participation, and various resources for students.

USC Emergency - UPC: (213) 740-4321, HSC: (323) 442-1000 – 24/7 on call

dps.usc.edu, emergency.usc.edu

Emergency assistance and avenue to report a crime. Latest updates regarding safety, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible.

USC Department of Public Safety - UPC: (213) 740-6000, HSC: (323) 442-120 – 24/7 on call

dps.usc.edu Non-emergency assistance or information.

Emergency Preparedness/Course Continuity

In case of a declared emergency if travel to campus is not feasible, the USC Emergency Information web site (<http://emergency.usc.edu/>) will provide safety and other information, including electronic means by which instructors will conduct class using a combination of Blackboard, teleconferencing, and other technologies.

Please access our course site on Blackboard, where the course syllabus and many other important documents will be posted. Whether or not you use Blackboard regularly, these preparations will be crucial in an emergency. USC's Blackboard learning management system and support information is available at blackboard.usc.edu.

Incomplete Grades

A mark of IN (incomplete) may be assigned when work is not completed because of a documented illness or other “emergency” that occurs after the 12th week of the semester (or the twelfth week equivalent for any course that is scheduled for less than 15 weeks).

An “emergency” is defined as a serious documented illness, or an unforeseen situation that is beyond the student’s control, that prevents a student from completing the semester. Prior to the 12th week, the student still has the option of dropping the class. Arrangements for completing an IN must be initiated by the student and agreed to by the instructor prior to the final examination. If an Incomplete is assigned as the student’s grade, the instructor is

required to fill out an “Assignment of an In-complete (IN) and Requirements for Completion” form which specifies to the student and to the department the work remaining to be done, the procedures for its completion, the grade in the course to date, and the weight to be assigned to work remaining to be done when the final grade is computed. Both the instructor and student must sign the form with a copy of the form filed in the department. Class work to complete the course must be completed within one calendar year from the date the IN was assigned. The IN mark will be converted to an F grade should the course not be completed within the time allowed.

COURSE CALENDAR FALL 2020

Please note that the course calendar may change slightly to accommodate speakers' schedules. Changes, if any, will be announced in class and on Piazza.

Week	Topics	Textbook reading	Comments, deliverables and due dates
Week 1 August 17/18	<ul style="list-style-type: none"> - Welcome and introduction to the course, overview of the syllabus, overview of marketing - Disney exercise 	CH 1-2	<ul style="list-style-type: none"> - Lecture instead of asynchronous content
Week 2 August 24/25	<ul style="list-style-type: none"> - Digital marketing - Marketing ethics - Social-media strategy exercise 	CH 3-4	<ul style="list-style-type: none"> - Marketing in the news starts
Week 3 August 31/September 1	<ul style="list-style-type: none"> - Analyzing the marketing environment - Consumer behavior 	CH 5-6	<ul style="list-style-type: none"> - Groups should be formed by the end of this week. Notify me if you still don't have a group. - If you cannot participate in the marketing research study notify me this week and I will give you an alternative project.
Week 4 September 7 (Labor Day) September 8 (ELC)	<ul style="list-style-type: none"> - Labor Day (September 7) - Work on project proposal/ professor will be around to help/answer questions - Experiential Learning Center (ELC): Marketing in Action (Sept. 8). 		Professor will be available on Zoom during discussion times on Monday Sept 7
Week 5 September 14	<ul style="list-style-type: none"> - Experiential Learning Center (ELC): Marketing in Action (Sept 14) - Work on project proposal/ professor will be around to help/answer 	CH 7,9	<ul style="list-style-type: none"> - Group project proposal due on Friday, September 18 (midnight).

September 15	questions		Failure to submit this will result in a 5 points deduction from you project final score.
Week 6 September 21/22	<ul style="list-style-type: none"> - Business to business marketing - Segmentation, Targeting and Positioning (STP) - Canyon, Marriott, Whole Food cases 		
Week 7 September 28/29	<ul style="list-style-type: none"> - Marketing research - Airbnb case - Review of the course in preparation of the midterm during lecture time 	CH 10	- Review of the course during lecture time (Monday 12-2pm)
Week 8 October 5/6	<ul style="list-style-type: none"> - Midterm (Oct 5 during lecture time) - Product, branding and packaging decisions; developing new products - Brandless case 	CH 11-12	- Midterm during lecture time (Monday 12-2pm)
Week 9 October 12/13	<ul style="list-style-type: none"> - Services, the intangible product. - Service recovery paradox, example of service recovery - Fake reviews - Online reviews data exercise 	CH 13	
Week 10 October 19/20	<ul style="list-style-type: none"> - Pricing concepts for establishing value - Online versus offline competition: The Sharing Economy - Continue discussion on pricing. Ethical and societal dilemmas (price discrimination). - Pricing exercises 	CH 14	
Week 11 October 26/27	<ul style="list-style-type: none"> - Supply chain and channel management. - Retailing and multichannel marketing Walmart and Wegmans cases 	CH 15-16	
Week 12 November 2/3	<ul style="list-style-type: none"> - Integrated Marketing Communications - Advertising - Google AdWords - Ethical/societal discussion about social media advertising 	CH 17-18	- Guest speaker during lecture time (Monday 12-2pm)

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Week 13 November 9/10 (last week of class)	<ul style="list-style-type: none"> - Review of the course in preparation of the final exam during lecture time - Group presentations 		<ul style="list-style-type: none"> - Group presentations due on November 8 (midnight) - Review of the course during lecture time (Monday 12-2pm) - Project paper due on November 14 (midnight)
Week 14/15 November 17-24 Exam week	<ul style="list-style-type: none"> - Final exam week 		