

**Welcome
to BUAD 307!**

Lecture and discussion:

– 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

Textbook: Grewal Dhruv, and Michael Levy.

M: Marketing, 7th edition. Boston: McGraw-Hill Irwin, 2020.



There is an online option available

- **Office hours:**
 - Mondays 2 pm – 3:30 pm
 - Tuesdays 12:00 pm – 1:30 pm
- **Email:** proserpi@usc.edu
- **Course website:**
 - <http://faculty.marshall.usc.edu/Davide-Proserpio/buad307-fall20.html>
- **Class forum:** Piazza (www.piazza.com)
 - You should already be enrolled (if not, you should do it now)
- **Opt-in survey:**
 - https://usc.qualtrics.com/jfe/form/SV_22X1CKJpGDWeFx3
 - I'll post the results this week

Asynchronous lectures

- Will substitute most of the in-person lectures (Monday, 12-2 pm)
- Every week (Thursdays or Friday) I will post a set of videos, slides, and exercises
- Students are expected to watch the videos, read slides, and do the exercises proposed **before** attending the synchronous class session
 - There are embedded questions and attendance checking in the videos!

Synchronous discussion sessions on Zoom

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

Informal lounges (pending)

- 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

Exercises/presentations/quizzes/etc. should be done using the **Google Docs** suite and shared with me at proserpi@usc.edu

- These docs should include **name, last name, USC ID, section number**
- The file name should be **lastname-section_number.xxx** (if the doc is created by a group, simply pick one of the participant's last name)
- **I won't take into consideration documents that do not follow this format**

Technical problems can (and will) arise during Zoom sections

- Prof without Internet connection
- Audio issues
- Video issues
- Etc.

1. Midterm (25%), Oct. 5 during lecture time (Monday, 12-2pm)
2. Final (35%), TBD (Final week Nov. 17-24)

I will have at least an additional time option to accommodate students in different time zones

30% of the final grade

5-7 students per group

- Deadline to form groups is week 3
- I setup a Google Doc for each discussion session (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 marketing plan for 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 strategy

What you need to submit:

1. Project proposal (deadline Sept. 18)
 - One page presenting your idea

1. Presentation (deadline Nov. 8)
 - You will present to the class on Nov 9 and 10

2. Final paper (deadline Nov 14)
 - Describe the process undertaken in developing the new product including the marketing strategies and concepts you adopted

Helpful tools to work as a team

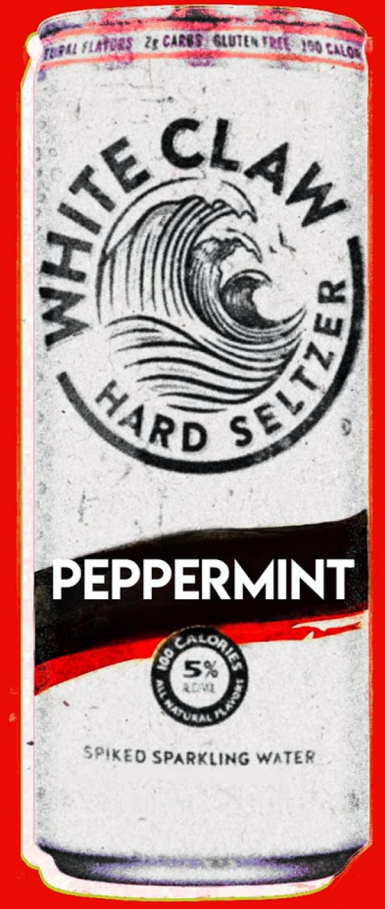
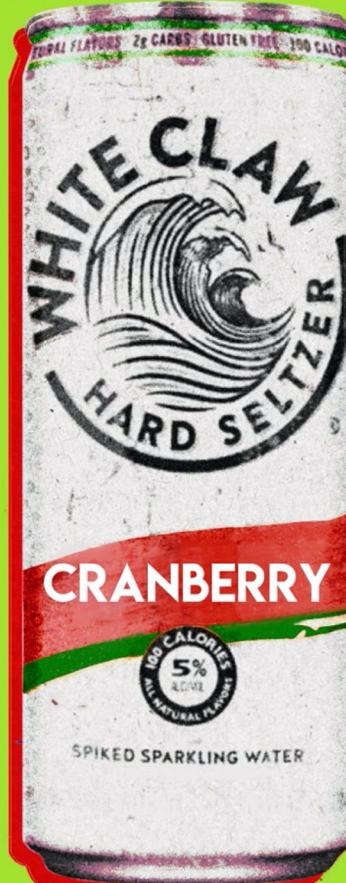
- Skype
- Google Hangout, Drive, etc.
- Slack: <https://slack.com/>
 - Assign tasks
 - Synch with email
 - Topic-based threads

Data sources:

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

Tempo by VOSS





WHITECLAW WINTER.



Participation is very important!
– **7.5% of the final grade**

Marketing research (**2.5% of final grade**)

- Every student can participate in 12 online research studies
- The instructions can be found at:
http://faculty.marshall.usc.edu/Davide-Proserpio/BUAD307-fall20/Handout_MKT_ResearchPool_Fall_2020.pdf
- If you decide not to participate (or you are under 18 years old), notify me ASAP
 - I will give you an alternative assignment (a short research paper)

Course grade

1. Two Exams (60%)
 - Midterm (25%), Oct. 5 during lecture time (Monday, 12-2pm)
 - Final (35%), TBD (Final week Nov. 17-24)

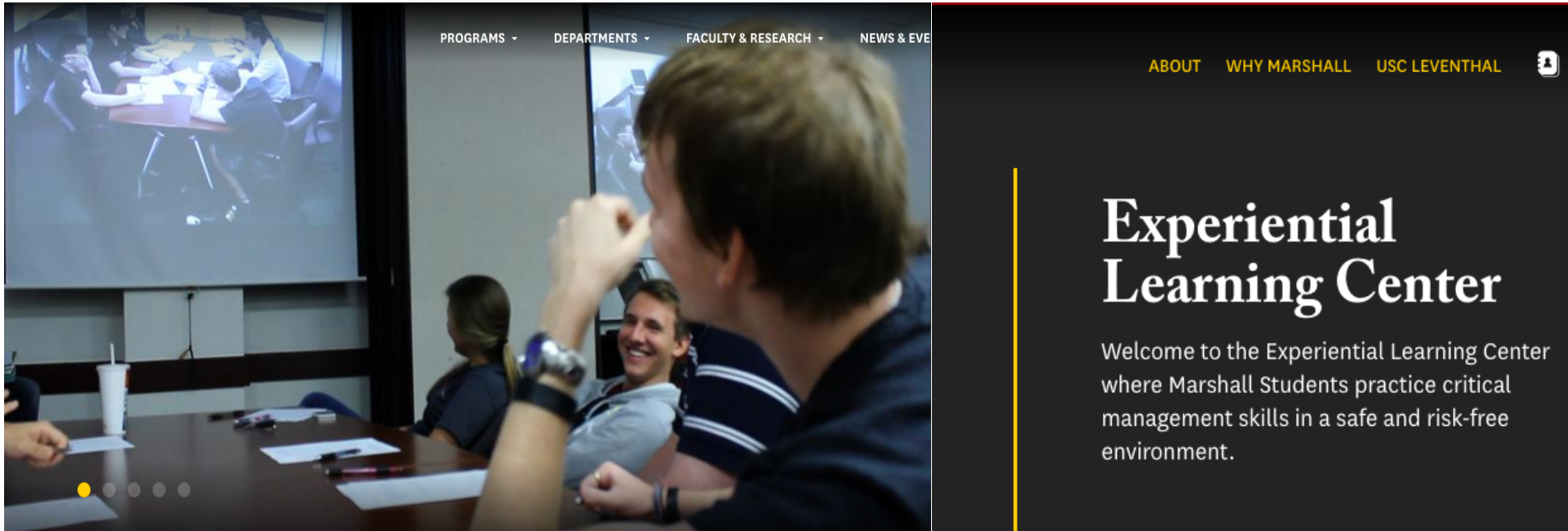
2. Group project (30%)
 - Final presentations (Nov 9 and 10)
 - Paper (Nov. 14)

3. Participation (7.5%)

4. Marketing research studies (2.5%)

You will post 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

I will post the Zoom link on Blackboard soon

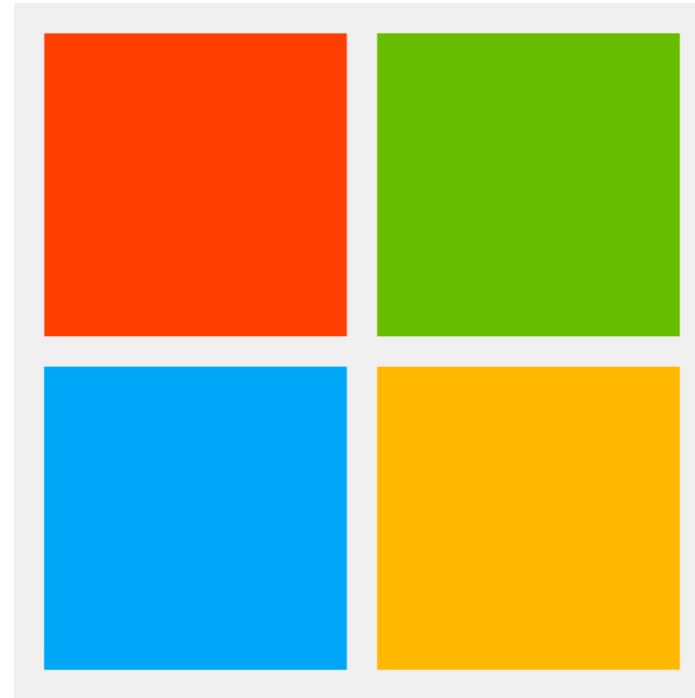


- We will have one or two guest speakers
 - Kyle Thompson who leads the internal post production team for the Marketing department at Snapchat
- These talks will be during the lecture time (Monday, 12-2pm)

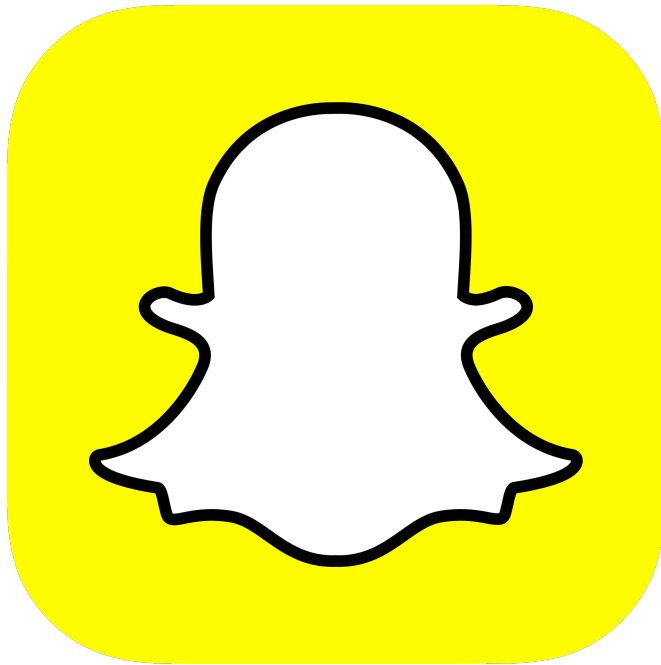
Any questions?

Overview of marketing (Chapter 1)

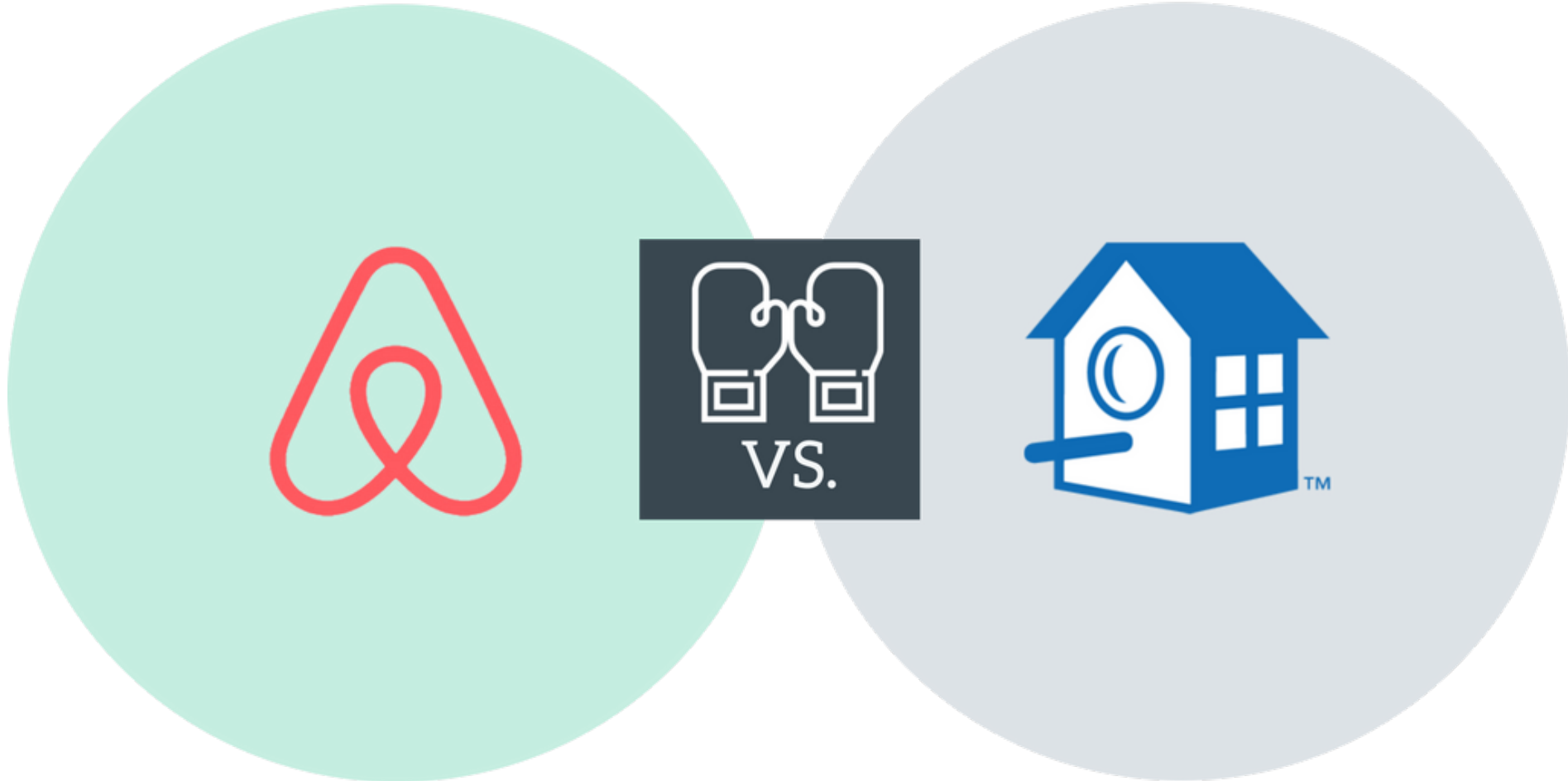
How are they different?



How are they different?



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")**

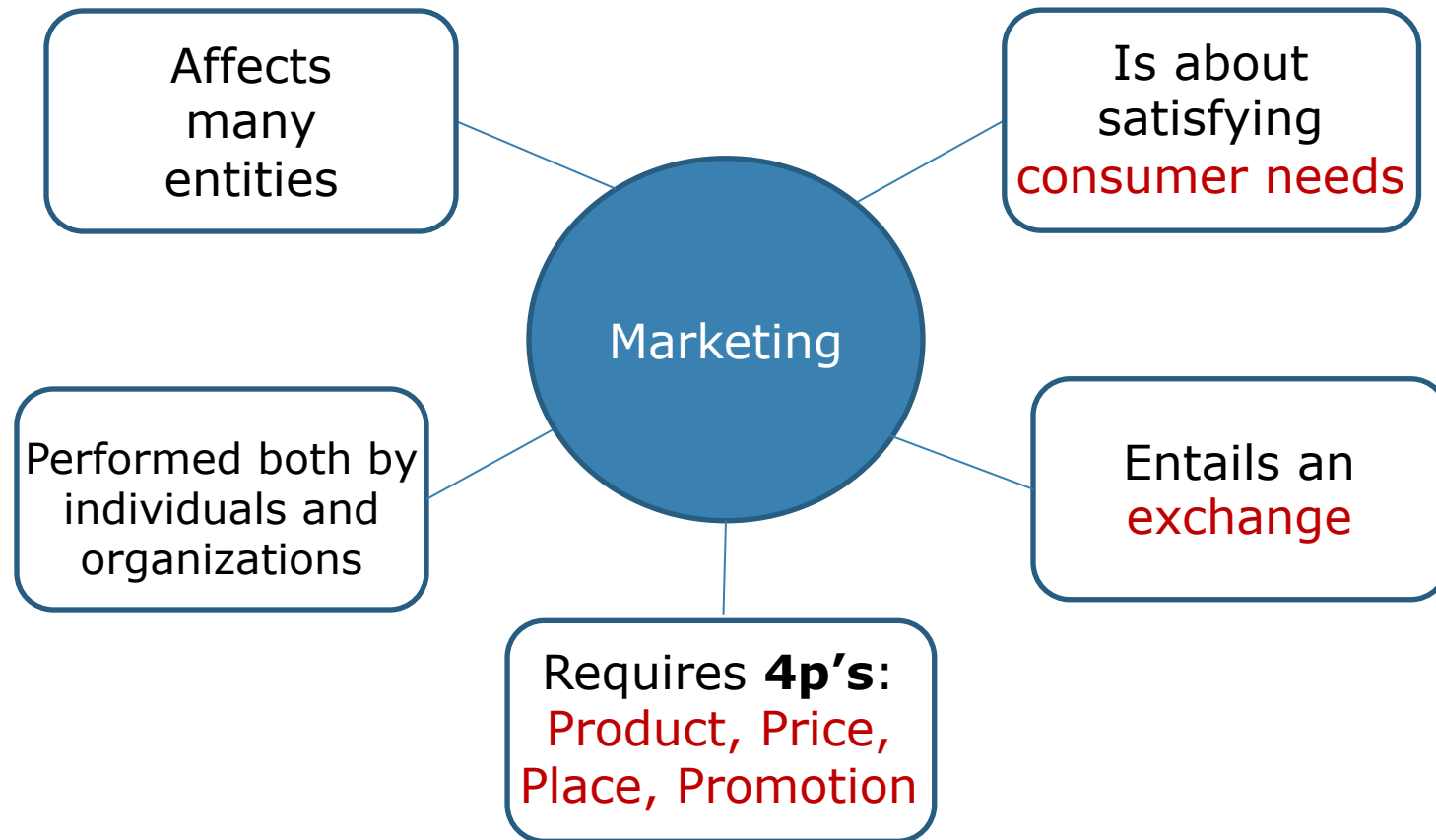
"Marketing Management is the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value."

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

Marketing ≠ Advertising!!!

Core aspects of Marketing

Marketing is about creating **value for consumers**



Marketing is an exciting and ever-changing field

For example:

- Digital Marketing
- Return on Investment
- Measuring Results
- Tools to build awareness
- Increasing sales/conversion rates
- Effective use of technology
 - https://www.youtube.com/watch?v=6k_G_h41ZaQ
- Advertising



Marketing is an ever-evolving field!

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

Did you
know

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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