

# MARKETING

## (WH) {MKTG}

**101. Introduction to Marketing. (C)** Niedermeier. Recitation Section 220 is reserved only for Wharton Scholars.

The objective of this course is to introduce students to the concepts, analyses, and activities that comprise marketing management, and to provide practice in assessing and solving marketing problems. The course is also a foundation for advanced electives in Marketing as well as other business/social disciplines. Topics include marketing strategy, customer behavior, segmentation, market research, product management, pricing, promotion, sales force management and competitive analysis.

**211. (MKTG711) Consumer Behavior. (C)** Reed, Cutright. Prerequisite(s): MKTG 101.

This course is concerned with how and why people behave as consumers. Its goals are to: (1) provide conceptual understanding of consumer behavior, (2) provide experience in the application of buyer behavior concepts to marketing management decisions and social policy decision-making; and (3) to develop analytical capability in using behavioral research.

**212. (MKTG712) Data and Analysis for Marketing Decisions. (A)** Prerequisite(s): MKTG 101, STAT 101. Students are highly encouraged to take statistics in the semester immediately preceding this course. (Former course title Marketing Research.)

Firms have access to detailed data of customers and past marketing actions. Such data may include in-store and online customer transactions, customer surveys as well as prices and advertising. Using real-world applications from various industries, the goal of the course is to familiarize students with several types of managerial problems as well as data sources and techniques, commonly employed in making effective marketing decisions. The course would involve formulating critical managerial problems, developing relevant hypotheses, analyzing data and, most importantly, drawing inferences and telling convincing narratives, with a view of yielding actionable results.

**221. (MKTG721) New Product Management. (C)** Armstrong. Prerequisite(s): MKTG 101; NOTE: Students may not take this course and MKTG 262 (Former MKTG 232) for credit. 0.5 c.u. One-half term

Examination of the marketing aspects of products or services exclusive of their promotion, pricing or distribution. Focuses on decisions regarding product introduction, positioning, improvements, and deletion, and the tools available for making these decisions.

**224. (MKTG724) Advertising Management. (C)** Williams. Prerequisite(s): MKTG 101 or permission of instructor; NOTE: Students may not take this course and MKTG 265 (formerly MKTG 235) for credit. 0.5 c.u. One-half term

Immersion in the advertising development process and examination of the practice of advertising. Focuses on decisions regarding advertising objectives, copy selection, budget setting and media selection.

**225. (MKTG725) Principles of Retailing. (C)** Prerequisite(s): MKTG 101. 0.5 c.u. One-half term

This course explores the domain of retailing; marketing to the final consumer. Emphasis is placed on marketing aspects of retailing not covered in other courses: retail strategy, merchandising, vendor relations and location.

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**227. (MKTG727) Digital Marketing and Electronic Commerce. (C)** Bell. Prerequisite(s): MKTG 101. 0.5 c.u. One-half term. Students may not take both MKTG 227 and the full semester version of this course, MKTG 270 (formerly MKTG230x) for credit.

The effect of the Internet and related technologies on business and social institutions is more profound than that of any prior invention, including the printing press and the internal combustion engine. Furthermore, marketing plays a key role in shaping the modern consumption-led economies fueled by these technologies. MKTG 227 provides a research-based and framework-driven approach to understanding digital marketing and electronic commerce.

The course is organized around three sections and utilizes relevant theory, empirical analysis, and practical examples to develop the key learning points. Part I presents will establish the behavioral foundations for understanding electronic commerce and covers relevant phenomena and theory from economics, marketing, and related fields. Part II examines ecommerce business models and institutions including Internet retail, subscription commerce, curated commerce and so on. Part III focuses on how digital marketing fosters ecommerce business growth. In particular, we survey, critique, and evaluate common digital marketing methods and tactics.

Guests from the entrepreneur and investor communities participate, as appropriate (former and illustrative speakers include Pooja Batra (Bollywood Actress), Joe Cohen (Lore.com), Mike Cohen (Birchbox.com) and Rob Coneybeer (Shasta Ventures).

**234. Idea Generation & the Systematic Approach for Creativity. (A)** Rom Schrift. Prerequisite(s): MKTG101. Students may not take both MKTG 292 and MKTG 234x for credit. Experimental course for 2016-17.

The ability to solve problems creatively and generate change is a recognized standard of success and plays an important role in gaining a competitive advantage in many areas of business management. This course is designed to teach students several creative problem solving methodologies that complement other managerial tools acquired in undergraduate and graduate studies. The course offers students the opportunity to learn how to solve problems, identify opportunities, and generate those elusive ideas that potentially generate enormous benefits to organizations. The objectives of this course are to enhance the students' (a) creativity, (b) ability to innovate and (c) ability to identify, recruit, develop, manage, retain, and collaborate with creative people.

The course includes: 1. A review of the literature on creativity, creative people, innovation, and design as well as the leadership and management of creative people and innovation. 2. Hands on learning of approaches for generating creative ideas. Students will have the opportunity of implementing the techniques studied in class. 3. Applications of creativity to selected management domains - Approaches to the generation of creative options are not limited to the development of products and services or businesses, but can be applied to all areas of management, business, and life. The purpose of these sessions is to explore the applications of creative approaches to marketing, advertising, organizational design, negotiations, and other management challenges. 4. Integration - Both via individual assignments and a group project in which interdisciplinary teams of students generate a creative product/service/customer.

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**241. (MKTG741) Entrepreneurial Marketing. (C)** Lodish, Lautman. Prerequisite(s): MKTG 101; MKTG 212 (can take concurrently); students are discouraged from taking this course and MKTG 221 without the permission of the marketing undergraduate faculty advisor. 0.5 cu half credit course. (Former MKTG 281)

This course focuses on the real life marketing challenges involved in launching an entrepreneurial venture. The primary goal of the course will to provide a roadmap for students seeking to actively engage as entrepreneurs, investors or managers in the startup culture. Many of the entrepreneurial marketing principles studied in this course will be equally applicable to mid-size and larger companies seeking new approaches to drive top-line growth. The course will address how start-ups, early growth stage and more mature companies have used entrepreneurial marketing as an essential competitive weapon to grow their businesses by gaining customers, driving revenue, acquiring funding and recruiting A-level employees, advisors and directors. Students will form teams and select an idea/concept for an entrepreneurial venture, and by the conclusion of the course will have developed a fully fleshed out and testable marketing plan. Preferably, the selected venture will be one that one or more members of the team would consider implementing, should their plan prove feasible.

**254. (MKTG754) Pricing Policy. (C)** Prerequisite(s): MKTG 101 and Sophomore standing. 0.5 c.u. One-half term. (Former MKTG 222) Students can not take both MKTG 254 and the full semester version of this course, MKTG 288, for credit.

The pricing decision process including economic, marketing, and behavioral phenomena which constitute the environment for pricing decisions and the information and analytic tools useful to the decision maker.

**260. (LGST205, LGST805, MKTG760) Law of Marketing and Antitrust.** Prerequisite(s): MKTG 101. (Former MKTG 236)

See Legal Studies, LGST 205

**265. Principles of Advertising. (C)** Prerequisite(s): MKTG 101. NOTE: Students should not take both MKTG 265 (full semester version) and MKTG 224 (mini course version), since credit will not be given for both courses. (Former MKTG 235)

This course focuses on advertising via all media - print, digital, video, TV, Internet, etc. Emphasis is placed on understanding the communication development process and consumer behavior (psychology), the measurement and evaluation of advertising effects, and developing appropriate media plans.

**277. (MKTG777) Marketing Strategy. (C)** Robertson. Prerequisite(s): MKTG 101. Lectures, discussions, cases

This course views marketing as both a general management responsibility and an orientation of an organization that helps one to create, capture and sustain customer value. The focus is on the business unit and its network of channels, customer relationships, and alliances. Specifically, the course attempts to help develop knowledge and skills in the application of advanced marketing frameworks, concepts, and methods for making strategic choices at the business level.

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**266. Marketing for Social Impact. (A)** Deborah Small. Prerequisite(s): MKTG 101 or instructor permission. Students may not take both MKTG 266 and MKTG 233 (the 0.5 cu version of the course) for credit.

Private and public sector firms increasingly use marketing strategies to engage their customers and stakeholders around social impact. To do so, managers need to understand how best to engage and influence customers to behave in ways that have positive social effects. This course focuses on the strategies for changing the behavior of a target segment of consumers on key issues in the public interest (e.g., health behaviors, energy efficiency, poverty reduction, fundraising for social causes). How managers partner with organizations (e.g., non-profits, government) to achieve social impact will also be explored.

**270. (MKTG770) Digital Marketing, Social Media and E-Commerce. (B)** Berman, Bell. Prerequisite(s): MKTG 101. Students may not take both MKTG 270 and the half semester version of this course, MKTG 227 for credit. This course replaces experimental course MKTG 230x.

MKTG 270 explores the digital marketing environment from both a consumer and business perspective. The course provides an overview of various online business models and delves into digital advertising and social media marketing techniques and technologies. A mixture of case studies, guest speakers and assignments, including one that uses real advertising data, translates theory into practice. It is recommended that students enrolling in the course be comfortable using Excel and are knowledgeable in applying regression analysis techniques. Students who would prefer a less technical course may wish to take MKTG 227, Digital Marketing and Electronic Commerce, a half cu course offered by the department.

**271. (MKTG771) Models for Marketing Strategy. (M)** Eliashberg. Prerequisite(s): MKTG 101, STAT 101 and some tolerance for expressing critical ideas in simple math.

In today's business environment, marketing executives are involved in complex decision-making and they become responsible for return on their marketing investments. The first objective of this course is to help participants become better executives. By exposing students to various analytical and computer-based tools, developed for solving marketing problems, it will help to prepare them for careers in industries such as consumer packaged goods, hi-tech, financial services, media and entertainment, pharmaceutical, consulting, and venture capital.

The course's main focus is on various existing models, such as models that predict the consumer's dynamic adoption of an innovative product. However, at some point in their career, students may find themselves facing business problems for which a model can assist in making decisions, but no existing model is available. Hence, the second objective of the course is to provide participants with critical skills necessary to evaluate new models to which they may be exposed by attending presentations or reading the literature. The models to be discussed in the class have been implemented and proven useful in a wide range of industries (e.g., business-to-consumers and business-to-business).

The course is not only about models, however. It also covers modeling needs. Some industries such as the media and entertainment or the pharmaceutical industries present unique problems and modeling needs. The third objective of the course is to expose participants to the nature and essence of such idiosyncratic problems as well as modeling needs in such industries. Overall, the course will make participants understand better critical marketing problems by analyzing them rigorously and will enhance their skills in either designing or evaluating models-based strategies.

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**288. Pricing Strategies. (B) Zhang.** Prerequisite(s): MKTG 101. NOTE: Students may not take both MKTG 288 and MKTG 254 (former MKTG 222) for credit.

This course is designed to equip students with the concepts, techniques, and latest thinking on pricing issues, with an emphasis on ways in which to help a firm improve its pricing. The orientation of the course is about practice of pricing, not theory. We will focus on how firms can improve profitability through pricing, look at how firms set their prices and how to improve current practices to increase profitability. The first part of the course focuses on how to analyze costs, customers, and competitors in order to formulate proactive pricing strategies. The second part focuses on price promotions, price bundling, price discrimination, versioning, nonlinear pricing, pricing through a distribution channel, dynamic pricing, etc.

**306. (MKTG806) Special Topics: Retail Merchandising. (A)** Prerequisite(s): MKTG 101; MKTG 225. 0.5 c.u., One-half term (Former MKTG 396)

This course provides a detailed introduction to the role of merchandising at various retailers, including apparel and other soft lines businesses, grocery stores, mass-merchandisers and "category killers". Selected topics may include product development, line planning, sourcing, product lifecycle, forecasting, planning and allocation, pricing and markdowns, and vendor relations.

**350. Special Topics - Consumer Neuroscience. (B) Wes Hutchinson.** Prerequisite(s): None.

Basic neuroscience made steady progress throughout the 20th century with only small areas of application outside of medicine. Over the past 30 years, however, breakthroughs in measurement and computation have accelerated basic research and created major applications for business and technology. Currently, applications to marketing research and product development are experiencing explosive growth that has been met with both excitement and skepticism. This mini-course provides an overview of these developments. The course follows a straightforward theory/application format for each major area of cognitive neuroscience. On Tuesdays, the basics of neuroscience are covered along with a few illustrative applications. A key take-away from this part of the course is to gain the elementary scientific knowledge that is necessary to separate "neuro-reality" from "neuro-hype." On Thursdays, we cover application areas in greater detail. There are two general types of applications. First, there are applications of neuroscience in marketing research. Topics will range from well-known and widely used applications, such as eye-tracking measures in the lab and the field, to emerging methods and measures, such as mobile EEG, face reading algorithms, and fMRI predictors of market response.

Application areas include, packaging and shelf display, copy testing for television and print advertisements, video games, product usability studies, and simulators. Second, there are applications of neuroscience in the development of new products. Product development applications include wearables, physiological devices and apps, sensory branding for foods and fragrances, pharmaceuticals and medical devices (especially prosthetic devices), and neuroscience-based "edutainment" designed to enhance cognitive functions. Special attention will also be paid to changes in brain anatomy and function over the lifespan. Key markets are children (mainly for enhancement products), seniors (mainly for remediation/restoration products), and working adults (both enhancement and remediation/restoration products). This course is self-contained and has no prerequisites. That said, students with some background in business, industrial design, psychology, or neuroscience are likely to find the material covered in this course complementary to the knowledge they already have.

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**309. (MKTG809) Special Topics: Experiments for Business Decision Making. (B)** Prerequisite(s): MKTG 101 or faculty permission is required; STAT 101, STAT 431, or equivalent is recommended. (Former MKTG 269)

In the past decade, massive shifts in how companies interact with their customers have suddenly made field experiments an economically feasible way to learn about a variety of business questions such as what types of promotions are most effective, what products should be stocked at a store, how e-mail promotions should be designed, how sales staff should be compensated, etc. Many marketers engaged in online retailing, direct-marketing, online advertising, media management, etc. are rapidly embracing a "test and learn" philosophy and a number of platforms such as Google Website Optimizer, have been developed to facilitate rigorous field experiments in the online environment. Just as with the quality revolution in manufacturing during the 1980s and 1990s, the rapid rise of the "test and learn" philosophy in marketing has created a huge demand for those who can design, field, and analyze marketing experiments.

Through this course, you will learn and practice a wide range of critical skills, from the statistical methods used to design and analyze experiments to the management and strategy required to execute an experiment and act on the results. Although the cases and examples will focus on marketing problems, the material covered can be applied in a number of other domains particularly operations management and product design.

**399. (MKTG899) Independent Study. (C)** Prerequisite(s): MKTG 212 and written permission of instructor and the department undergraduate advisor. Content arranged by project supervisor, 1.0 c.u

**476. (MKTG776, STAT476) Applied Probability Models for Marketing. (C)** Fader. Prerequisite(s): A high comfort level with basic integral calculus and recent exposure to a formal course in probability and statistics such as STAT 430 is strongly recommended.

This course will expose students to the theoretical and empirical "building blocks" that will allow them to construct, estimate, and interpret powerful models of consumer behavior. Over the years, researchers and practitioners have used these models for a wide variety of applications, such as new product sales, forecasting, analyses of media usage, and targeted marketing programs. Other disciplines have seen equally broad utilization of these techniques. The course will be entirely lecture-based with a strong emphasis on real-time problem solving. Most sessions will feature sophisticated numerical investigations using Microsoft Excel. Much of the material is highly technical.

**611. Marketing Management. (A)** Williams, Kahn, Berger. Prerequisite(s): None. One half term. 0.5 cu

This course addresses how to design and implement the best combination of marketing efforts to carry out a firm's strategy in its target markets. Specifically, this course seeks to develop the student's (1) understanding of how the firm can benefit by creating and delivering value to its customers, and stakeholders, and (2) skills in applying the analytical concepts and tools of marketing to such decisions as segmentation and targeting, branding, pricing, distribution, and promotion. The course uses lectures and case discussions, case write-ups, student presentations, and a comprehensive final examination to achieve these objectives.

**712. (MKTG212) Data and Analysis for Marketing Decisions. (C)** Iyengar, Eliashberg. Prerequisite(s): MKTG 611; STAT 613 strongly recommended. Format: Lecture, discussion, and cases. (Former MKTG 756, Marketing Research)

Firms have access to detailed data of customers and past marketing actions. Such data may include in-store and online customer transactions, customer surveys as well as prices and advertising. Using real-world applications from various industries, the goal of the course is to familiarize students with several types of managerial problems as well as data sources and techniques, commonly employed in making effective marketing decisions. The course would involve formulating critical managerial problems, developing relevant hypotheses, analyzing data and, most importantly, drawing inferences and telling convincing narratives, with a view of yielding actionable results.



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**612. Dynamic Marketing Strategy. (C)** Van den Bulte, Bradlow. Prerequisite(s): MKTG 611. One half term. 0.5 cu

Building upon Marketing 611, the goal of this course is to develop skills in formulating and implementing marketing strategies for brands and businesses. The course will focus on issues such as the selection of which businesses and segments to compete in, how to allocate resources across businesses, segments, and elements of the marketing mix, as well as other significant strategic issues facing today's managers in a dynamic competitive environment.

A central theme of the course is that the answer to these strategic problems varies over time depending on the stage of the product life cycle at which marketing decisions are being made. As such, the PLC serves as the central organizing vehicle of the course. We will explore such issues as how to design optimal strategies for the launch of new products and services that arise during the introductory phase, how to maximize the acceleration of revenue during the growth phase, how to sustain and extend profitability during the mature phase, and how to manage a business during the inevitable decline phase.

**613. Strategic Marketing Simulation. (B)** Reibstein. Prerequisite(s): MKTG 611. 0.5 cu

Building upon Marketing 611, Marketing 613 is an intensive immersion course designed to develop skills in formulating and implementing marketing strategies for brands and businesses. The central activity will be participation in a realistic integrative product management simulation named SABRE. In SABRE, students will form management teams that oversee all critical aspects of modern product management: the design and marketing of new products, advertising budgeting and design, sales force sizing and allocation, and production planning. As in the real world, teams will compete for profitability, and the success that each team has in achieving this goal will be a major driver of the class assessment.

The SABRE simulation is used to convey the two foci of learning in the course: the changing nature of strategic problems and their optimal solutions as industries progress through the product life cycle, and exposure to the latest analytic tools for solving these problems. Specifically, SABRE management teams will receive training in both how to make optimal use of marketing research information to reduce uncertainty in product design and positioning, as well as decision support models to guide resource allocation.

**711. (MKTG211) Consumer Behavior. (C)** Reed. Prerequisite(s): Completion of MKTG 611. Format: Lectures and discussion, case analyses, presentations. (Former MKTG 773)

Marketing begins and ends with the customer, from determining customers' needs and wants to providing customer satisfaction and maintaining customer relationships. This course examines the basic concepts and principles in customer behavior with the goal of understanding how these ideas can be used in marketing decision making. The class will consist of a mix of lectures, discussions, cases, assignments, project work and exams. Topics covered include customer psychological processes (e.g., motivation, perception, attitudes, decision-making) and their impact on marketing (e.g., segmentation, branding, customer satisfaction). The goal is to provide you with a set of approaches and concepts to consider when faced with a decision involving understanding customer responses to marketing actions.

**721. (MKTG221) New Product Management. (C)** Prerequisite(s): MKTG 611. Format: Lectures, cases, simulations, class discussions, and guest speakers. (Former MKTG 753)

This course provides a total immersion in the new product development process - from sourcing ideas and innovation, through new product sales forecasting. The focus is on collective learning, what works, what doesn't, and why. While the primary focus is the new product development process within a corporate structure, some coverage is given to key issues surrounding start-ups.

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**724. (MKTG224) Advertising Management. (C)** Prerequisite(s): Completion of MKTG 611; and MKTG 612, 613 or 622. (May be taken concurrently with MKTG 612, 613 or 622.). Format: Case discussions, in-class exercises, lectures, group projects, guest lectures by marketing professionals. (Former MKTG 755)

The purpose of this course is to provide students with an opportunity to learn and apply the major frameworks, theories, current research findings, principles and practices of effective advertising management as part of an Integrated Marketing Communications (IMC) program. By the end of this course, students should not only be familiar with a large body of advertising knowledge, but should also be able to apply this information to create and evaluate effective advertising strategies and tactics. The emphasis will be on: 1) understanding the psychology of customer motivation and persuasion; 2) crafting effective and creative messages; 3) making efficient selections and use of media; and 4) understanding metrics, all within the broader Integrated Marketing Communications perspective.

**725. (MKTG225) Principles of Retailing. (C)** Prerequisite(s): MKTG 611; and MKTG 612, 613 or 622; or permission of instructor. Format: Lecture and discussion, case analyses, and guest speakers. (Former MKTG 793)

This course provides an interdisciplinary overview of the retailing industry. Primary focus will be on the customer facing activities of retailers, including assortment planning, private-label development and the management of in-store operations, and the back-door activities (forecasting and supply chain management) that support customer interaction. In addition, current issues facing retailers, such as customer relationship management, industry consolidation and supplier relations, will be explored. The course will also survey topics in finance, operations, information technology and real estate as they relate to retail.

**727. (MKTG227) Digital Marketing and Electronic Commerce. (C)** Bell. Prerequisite(s): Completion of MKTG 611; and MKTG 612, 613 or 622. 0.5 c.u. One-half term (Former MKTG 784) Students may not take both MKTG 727 and the full semester version of this course, MKTG 730x or MKTG770 for credit.

The effect of the Internet and related technologies on business and social institutions is more profound than that of any prior invention, including the printing press and the internal combustion engine. Furthermore, marketing plays a key role in shaping the modern consumption-led economies fueled by these technologies. MKTG 727 provides a research-based and framework-driven approach to understanding digital marketing and electronic commerce.

The course is organized around three sections and utilizes relevant theory, empirical analysis, and practical examples to develop the key learning points. Part I presents will establish the behavioral foundations for understanding electronic commerce and covers relevant phenomena and theory from economics, marketing, and related fields. Part II examines ecommerce business models and institutions including Internet retail, subscription commerce, curated commerce and so on. Part III focuses on how digital marketing fosters ecommerce business growth. In particular, we survey, critique, and evaluate common digital marketing methods and tactics.

Guests from the entrepreneur and investor communities participate, as appropriate (former and illustrative speakers include Pooja Batra (Bollywood Actress), Joe Cohen (Lore.com), Mike Cohen (Birchbox.com) and Rob Coneybeer (Shasta Ventures).



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## (WH) {MKTG}

**733. Marketing for Social Impact. (A)** Deborah Small. Prerequisite(s): MKTG 611 or permission of instructor. Format: Lecture, class discussion, simulations, cases and guest lecturers.

Private and public sector firms increasingly use marketing strategies to engage their customers and stakeholders around social impact. To do so, managers need to understand how best to engage and influence customers to behave in ways that have positive social effects. This course focuses on the strategies for changing the behavior of a target segment of consumers on key issues in the public interest (e.g., health behaviors, energy efficiency, poverty reduction, fund-raising for social causes). How managers partner with organizations (e.g., non-profits, government) to achieve social impact will also be explored.

**734. Idea Generation and the Systematic Approach for Creativity. (A)** Rom Schrift. Prerequisite(s): None. Students may not take both MKTG 792 and MKTG 734 for credit.

The ability to solve problems creatively and generate change is a recognized standard of success and plays an important role in gaining a competitive advantage in many areas of business management. This course is designed to teach students several creative problem solving methodologies that complement other managerial tools acquired in undergraduate and graduate studies. The course offers students the opportunity to learn how to solve problems, identify opportunities, and generate those elusive ideas that potentially generate enormous benefits to organizations. The objectives of this course are to enhance the students' (a) creativity, (b) ability to innovate and (c) ability to identify, recruit, develop, manage, retain, and collaborate with creative people.

The course includes: 1. A review of the literature on creativity, creative people, innovation, and design as well as the leadership and management of creative people and innovation. 2. Hands on learning of approaches for generating creative ideas. Students will have the opportunity of implementing the techniques studied in class. 3. Applications of creativity to selected management domains - Approaches to the generation of creative options are not limited to the development of products and services or businesses, but can be applied to all areas of management, business, and life. The purpose of these sessions is to explore the applications of creative approaches to marketing, advertising, organizational design, negotiations, and other management challenges. 4. Integration - Both via individual assignments and a group project in which interdisciplinary teams of students generate a creative product/service/customer

**741. (MKTG241) Entrepreneurial Marketing. (C)** Lodish, Lautman. Prerequisite(s): Completion of MKTG 611; and MKTG 612, 613 or 622; and MKTG 712; (May take MKTG 612, 613 or 622, and MKTG 712 concurrently); Students are discouraged from taking this course and MKTG 721 except with permission of an MBA adviser. Format: Guest speakers, lecture, class discussions, team project (Former MKTG 781)

This course focuses on the real life marketing challenges involved in launching an entrepreneurial venture. The primary goal of the course will to provide a roadmap for students seeking to actively engage as entrepreneurs, investors or managers in the startup culture. Many of the entrepreneurial marketing principles studied in this course will be equally applicable to mid-size and larger companies seeking new approaches to drive top-line growth. The course will address how start-ups, early growth stage and more mature companies have used entrepreneurial marketing as an essential competitive weapon to grow their businesses by gaining customers, driving revenue, acquiring funding and recruiting A-level employees, advisors and directors. Students will form teams and select an idea/concept for an entrepreneurial venture, and by the conclusion of the course will have developed a fully fleshed out and testable marketing plan. Preferably, the selected venture will be one that one or more members of the team would consider implementing, should their plan prove feasible.

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### **775. Managing Customer Value. (B) Fader.** Prerequisite(s): None. Format: Lecture and discussion

As the concept of CRM becomes common parlance for every marketing executive, it is useful to take a step back to better understand the various different behaviors that underlie the development of successful CRM systems. These "behaviors" include customer-level decisions, firm actions, and the delicate but complex interplay between the two. Accordingly this course is comprised of four main modules.

We start with the discussion of customer profitability - focusing on the concepts of "customer lifetime value" and "customer equity". We will examine how to measure long-run customer profitability in both business-to-customer and business-to-business environments, and the uses of these measures as major components assessing overall firm valuation. Second, we move to the value that the firm provides to its customers - better understanding the true nature of customer satisfaction and its non-trivial relationship with firm profitability. Third, we examine each of the three main components of the firm's management of its customer base: customer acquisition, development, and retention - and the complex resource allocation task that must be balanced across them. Finally, we conclude with a discussion of various tactical and organizational aspects of customer relationship management.

### **754. (MKTG254) Pricing Policy. (C) Raju, Zhang.** Prerequisite(s): Completion of MKTG 611; and MKTG 612, 613 or 622. (May be taken concurrently with MKTG 612, 613 or 622.) OPIM 612 and STAT 613 are recommended. Format: Lecture and discussion

The course provides a systematic presentation of the factors to be considered when setting price, and shows how pricing alternatives are developed. Analytical methods are developed and new approaches are explored for solving pricing decisions.

### **770. (MKTG270) Digital Marketing, Social Media and E-Commerce. (B) Berman, Bell.** Prerequisite(s): MKTG 611, and one of the following: MKTG 612 or MKTG 613. Students may not take both MKTG 770 and the half semester version of this course, MKTG 727 for credit. This course replaces experimental course MKTG 730x.

MKTG 770 explores the digital marketing environment from both a consumer and business perspective. The course provides an overview of various online business models and delves into digital advertising and social media marketing techniques and technologies. A mixture of case studies, guest speakers and assignments, including one that uses real advertising data, translates theory into practice. It is recommended that students enrolling in the course be comfortable using Excel and are knowledgeable in applying regression analysis techniques. Students who would prefer a less technical course may wish to take MKTG 727, Digital Marketing and Electronic Commerce, a half cu course offered by the department.

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**771. (MKTG271) Models for Marketing Strategy. (M)** Eliashberg. Prerequisite(s): Completion of: MKTG 611; and MKTG 612, 613 or 622; basic calculus; exposure to basic statistical analysis, and some tolerance for expressing critical ideas in simple math. Format: Evaluating marketing models; practicing with computer-based models and software; discussing case studies that describe modeling applications; group presentations of model-based marketing analysis and strategy.

In today's business environment, marketing executives are involved in complex decision-making and they become responsible for return on their marketing investments. The first objective of this course is to help participants become better executives. By exposing students to various analytical and computer-based tools, developed for solving marketing problems, it will help to prepare them for careers in industries such as consumer packaged goods, hi-tech, financial services, media and entertainment, pharmaceutical, consulting, and venture capital. The course's main focus is on various existing models, such as models that predict the consumer's dynamic adoption of an innovative product. However, at some point in their career, students may find themselves facing business problems for which a model can assist in making decisions, but no existing model is available. Hence, the second objective of the course is to provide participants with critical skills necessary to evaluate new models to which they may be exposed by attending presentations or reading the literature. The models to be discussed in the class have been implemented and proven useful in a wide range of industries (e.g., business-to-consumers and business-to-business).

The course is not only about models, however. It also covers modeling needs. Some industries such as the media and entertainment or the pharmaceutical industries present unique problems and modeling needs. The third objective of the course is to expose participants to the nature and essence of such idiosyncratic problems as well as modeling needs in such industries. Overall, the course will make participants understand better critical marketing problems by analyzing them rigorously and will enhance their skills in either designing or evaluating models-based strategies.

**776. (MKTG476, STAT476) Applied Probability Models in Marketing. (B)** Fader. Prerequisite(s): Students must have a high comfort level with basic integral calculus, and recent exposure to a formal course in probability and statistics is strongly recommended. Format: Lecture, real-time problem solving

This course will expose students to the theoretical and empirical "building blocks" that will allow them to develop and implement powerful models of customer behavior. Over the years, researchers and practitioners have used these methods for a wide variety of applications, such as new product sales forecasting, analyses of media usage, customer valuation, and targeted marketing programs. These same techniques are also very useful for other types of business (and non-business) problems. The course will be entirely lecture-based with a strong emphasis on real-time problem solving. Most sessions will feature sophisticated numerical investigations using Microsoft Excel. Much of the material is highly technical.

**777. (MKTG277) Marketing Strategy. (A)** Wind. Prerequisite(s): Completion of MKTG 611; and MKTG 612 or 613 or 622. Format varies by instructor. Typically: case, lecture, group projects and class discussion. See syllabus.

This course views marketing as both a general management responsibility and an orientation of an organization that helps one to create, capture and sustain customer value. The focus is on the business unit and its network of channels, customer relationships, and alliances. Specifically, the course attempts to help develop knowledge and skills in the application of advanced marketing frameworks, concepts, and methods for making strategic choices at the business level.

# MARKETING

## (WH) {MKTG}

**806. (MKTG306) Special Topics: Retail Merchandising. (A)** Prerequisite(s): MKTG 611 or MKTG 725. 0.5 cu half credit course. Format: Lecture, discussion. (Former MKTG 896)

This course provides a detailed introduction to the role of merchandising at various retailers, including apparel and other soft lines businesses, grocery stores, mass-merchandisers and "category killers". Selected topics may include product development, line planning, sourcing, product life cycle, forecasting, planning and allocation, pricing and markdowns, and vendor relations.

**809. (MKTG309) Special Topics: Experiments for Business Decision Making. (C)** Prerequisite(s): MKTG 611 required; STAT 431 or equivalent required; MKTG 712 recommended but not required. (Former MKTG 669)

In the past decade, massive shifts in how companies interact with their customers have suddenly made field experiments an economically feasible way to learn about a variety of business questions such as what types of promotions are most effective, what products should be stocked at a store, how e-mail promotions should be designed, how sales staff should be compensated, etc. Many marketers engaged in online retailing, direct-marketing, online advertising, media management, etc. are rapidly embracing a "test and learn" philosophy and a number of platforms such as Google Website Optimizer, have been developed to facilitate rigorous field experiments in the online environment. Just as with the quality revolution in manufacturing during the 1980s and 1990s, the rapid rise of the "test and learn" philosophy in marketing has created a huge demand for those who can design, field, and analyze marketing experiments.

Through this course, you will learn and practice a wide range of critical skills, from the statistical methods used to design and analyze experiments to the management and strategy required to execute an experiment and act on the results. Although the cases and examples will focus on marketing problems, the material covered can be applied in a number of other domains particularly operations management and product design.

# MARKETING

## (WH) {MKTG}

**850. Special Topics - Consumer Neuroscience. (B)** Wes Hutchinson. Prerequisite(s): None. 0.5 CU half credit course

Basic neuroscience made steady progress throughout the 20th century with only small areas of application outside of medicine. Over the past 30 years, however, breakthroughs in measurement and computation have accelerated basic research and created major applications for business and technology. Currently, applications to marketing research and product development are experiencing explosive growth that has been met with both excitement and skepticism. This mini-course provides an overview of these developments. The course follows a straightforward theory/application format for each major area of cognitive neuroscience. On Tuesdays, the basics of neuroscience are covered along with a few illustrative applications. A key take-away from this part of the course is to gain the elementary scientific knowledge that is necessary to separate "neuro-reality" from "neuro-hype." On Thursdays, we cover application areas in greater detail. There are two general types of applications. First, there are applications of neuroscience in marketing research. Topics will range from well-known and widely used applications, such as eye-tracking measures in the lab and the field, to emerging methods and measures, such as mobile EEG, face reading algorithms, and fMRI predictors of market response.

Application areas include, packaging and shelf display, copy testing for television and print advertisements, video games, product usability studies, and simulators. Second, there are applications of neuroscience in the development of new products. Product development applications include wearables, physiological devices and apps, sensory branding for foods and fragrances, pharmaceuticals and medical devices (especially prosthetic devices), and neuroscience-based "edutainment" designed to enhance cognitive functions. Special attention will also be paid to changes in brain anatomy and function over the lifespan. Key markets are children (mainly for enhancement products), seniors (mainly for remediation/restoration products), and working adults (both enhancement and remediation/restoration products). This course is self-contained and has no prerequisites. That said, students with some background in business, industrial design, psychology, or neuroscience are likely to find the material covered in this course complementary to the knowledge they already have.

**SM 890. (OIDD890) Advanced Study Project (ASP). (C)** Prerequisite(s): For GCP Advanced Study Projects: Acceptance to this course is by application only. Students must apply and be interviewed in September for spring participation. Visit [www.wharton.gcp.org](http://www.wharton.gcp.org). Individual group meetings with the instructor.

The principal objectives of this course are to provide opportunities for undertaking an in-depth study of a marketing problem and to develop the students' skills in evaluating research and designing marketing strategies for a variety of management situations. Selected projects can touch on any aspect of marketing as long as this entails the elements of problem structuring, data collection, data analysis, and report preparation. The course entails a considerable amount of independent work. (Strict library-type research is not appropriate) Class sessions are used to monitor progress on the project and provide suggestions for the research design and data analysis. The last portion of the course often includes an oral presentation by each group to the rest of the class and project sponsors. Along with marketing, the projects integrate other elements of management such as finance, production, research and development, and human resources.

**SM 941. Measurement and Data Analysis in Marketing - Part B. (B)** PhD Course. (Formerly part of MKTG 966) 0.5 cu

In this course we consider models for binary, count, and continuous data including contingency table models, logistic and probit regression, ANOVA, ANCOVA, conjoint analysis, and OLS. In addition we cover multidimensional techniques such as MDS, cluster analysis, principal components analysis, factor analysis, and discriminant analysis. We utilize the statistics package SPlus 2000, and also BUGS for implementing many of the techniques described in a Bayesian manner.

# MARKETING

## (WH) {MKTG}

**SM 895. Advanced Study Project - Domestic Consulting Practicum. (B)** Prerequisite(s): Acceptance to this course is by application only. Students must apply and be interviewed in September for spring participation. Visit [www.whartongcp.org](http://www.whartongcp.org). Corequisite(s): Students will not be permitted to enroll in this course if they are delaying a core, in particular FNCE 601 in fall and FNCE 602 in the spring. Course is open to all first and second year full time and executive MBA students. Individual group meetings with the instructor

The Wharton Domestic Consulting Practicum (DCP) creates a forum in which students of business can apply the concepts, methods and paradigms learned in the classroom with the resources of a professional network to develop strategic, innovative, and operational plans for organizations worldwide. By providing students with resources and guidance (as opposed to direction), the DCP endeavors to create an academic, social and ethically- minded atmosphere which cultivates experiential and dynamic learning, and which produces state-of-the-art results for clients. Students' learning correlates with their commitment levels and the efforts put into the projects and team effort. Many, if not all, dimensions of the experience are screened against the "reality experience" one would encounter in consulting (and other professional) environments, with an appropriate safety net tailored to each team to enhance success and the Wharton brand.

**899. (MKTG399) Independent Study. (C)** Prerequisite(s): MKTG 611; and MKTG 612, 613 or 622; and the written permission of instructor and the department MBA faculty advisor.

A student contemplating an independent study project must first find a faculty member who agrees to supervise and approve the student's written proposal as an independent study (MKTG 899). If a student wishes the proposed work to be used to meet the ASP requirement, he/she should then submit the approved proposal to the MBA adviser who will determine if it is an appropriate substitute. Such substitutions will only be approved prior to the beginning of the semester.

**SM 940. Measurement and Data Analysis in Marketing - Part A. (A)** PhD Course. (Formerly part of MKTG 966) 0.5 cu

In this course we consider models for binary, count, and continuous data including contingency table models, logistic and probit regression, ANOVA, ANCOVA, conjoint analysis, and OLS. In addition we cover multidimensional techniques such as MDS, cluster analysis, principal components analysis, factor analysis, and discriminant analysis. We utilize the statistics package SPlus 2000, and also BUGS for implementing many of the techniques described in a Bayesian manner.

**SM 942. Research Methods in Marketing - Part A. (A)** PhD Course. (Formerly part of MKTG 967)

This course provides an introduction to the fundamental methodological issues that arise in experimental and quasi-experimental research. Illustrative examples are drawn from the behavioral sciences with a focus on the behavior of consumers and managers. Topics that are covered include: the development of research ideas; data collection and reliable measurement procedures; threats to validity; control procedures and experimental designs; and data analysis. Emphasis is placed on attaining a working knowledge of the use of regression methods for non-experimental and quasi-experimental data and analysis of variance methods for experimental data. The primary deliverable for this course is a meta-analysis of a research problem of the students choosing that investigates the effects of research methods on empirical results.



# MARKETING

## (WH) {MKTG}

### **SM 943. Research Methods in Marketing - Part B. (A)** PhD Course. (Formerly part of MKTG 967)

This course provides an introduction to the fundamental methodological issues that arise in experimental and quasi-experimental research. Illustrative examples are drawn from the behavioral sciences with a focus on the behavior of consumers and managers. Topics that are covered include: the development of research ideas; data collection and reliable measurement procedures; threats to validity; control procedures and experimental designs; and data analysis. Emphasis is placed on attaining a working knowledge of the use of regression methods for non-experimental and quasi-experimental data and analysis of variance methods for experimental data. The primary deliverable for this course is a meta-analysis of a research problem of the students choosing that investigates the effects of research methods on empirical results.

### **SM 950. Judgment and Decision Making Perspectives on Consumer Behavior - Part A. (A)** PhD Course. Alternates with MKTG 951. Offered every other year. (Formerly part of MKTG 960)

The purpose of this course is to provide a solid foundation for critical thinking and research on the judgment, decision-making and choice aspects of consumer behavior. There is a focus on how people process information when making judgments and choices and how the processes of judgment and choice might be improved. Topics of discussion include rationality, judgment under uncertainty, judgment heuristics and biases, risk taking, dealing with conflicting values, framing effects, prospect theory, inter-temporal choice, preference formation, and the psychology of utility. The focus will be on the individual decision-maker, although the topics will also have some applicability to group and organizational decision-making and behavioral research methodologies.

### **SM 954. Economic/OR Models of Marketing - Part A. (A)** PhD Course. (Formerly part of MKTG 961)

This doctoral seminar reviews analytical models relevant to improving various aspects of marketing decisions such as new product launch, product line design, pricing strategy, advertising decisions, sales force organization and compensation, distribution channel design and promotion decisions. The primary focus will be on analytical models. The seminar will introduce the students to various types of analytical models used in research in marketing, including game theory models for competitive analysis, agency theory models for improving organization design and incentives within organizations, and optimization methods to improve decision making and resource allocation. The course will enable students to become familiar with applications of these techniques in the marketing literature and prepare the students to apply these and other analytical approaches to research problems that are of interest to the students.

### **SM 951. Judgment and Decision Making Perspectives on Consumer Behavior - Part B. (A)** PhD Course. Formerly part of MKTG 960. Contact professor for current syllabus.

The purpose of this course is to build off MKTG950, "Judgment and Decision Making Perspectives on Consumer Behavior - Part A" with a more specialized focus that will vary from year to year. This course is intended for those interested in deepening their study of Judgment and Decision Making beyond the basics.

# MARKETING

## (WH) {MKTG}

**SM 952. Information Processing Perspectives on Consumer Behavior - Part A. (B)** PhD Course. Alternates with MKTG 953. Offered every other year. (Formerly part of MKTG 963)

The purpose of this seminar is to provide graduate students with a solid foundation for critical thinking and research in psychology and marketing on information processing related topics. Topics of discussion include consumer knowledge (learning, memory and categorization), attitude theory, persuasion, affect and social influence. The course draws from the literature in marketing, psychology and economics. The course will enable students to conceptualize, operationalize, and develop research ideas. Therefore, the focus is on understanding theoretical and methodological approaches to various aspects of consumer behavior, as well as advancing this knowledge by developing testable hypotheses and theoretical perspectives that build on the current knowledge base.

**SM 953. Information Processing Perspectives on Consumer Behavior - Part B. (B)** PhD Course. (Formerly part of MKTG 963)

The purpose of this seminar is to provide graduate students with a solid foundation for critical thinking and research in psychology and marketing on information processing related topics. Topics of discussion include consumer knowledge (learning, memory and categorization), attitude theory, persuasion, affect and social influence. The course draws from the literature in marketing, psychology and economics. The course will enable students to conceptualize, operationalize, and develop research ideas. Therefore, the focus is on understanding theoretical and methodological approaches to various aspects of consumer behavior, as well as advancing this knowledge by developing testable hypotheses and theoretical perspectives that build on the current knowledge base.

**SM 955. Economic/OR Models of Marketing - Part B. (B)** PhD Course. (Formerly part of MKTG 961)

This is a continuation of MKTG954. This doctoral seminar reviews analytical models relevant to improving various aspects of marketing decisions such as new product launch, product line design, pricing strategy, advertising decisions, sales force organization and compensation, distribution channel design and promotion decisions. The primary focus will be on analytical models. The seminar will introduce the students to various types of analytical models used in research in marketing, including game theory models for competitive analysis, agency theory models for improving organization design and incentives within organizations, and optimization methods to improve decision making and resource allocation. The course will enable students to become familiar with applications of these techniques in the marketing literature and prepare the students to apply these and other analytical approaches to research problems that are of interest to the students.

**SM 956. Empirical Models in Marketing - Part A. (B)** PhD Course. (Formerly part of MKTG 964) 0.5 cu

This course is designed to generate awareness and appreciation of the way several substantive topics in marketing have been studied empirically using quantitative models. This seminar reviews empirical models of marketing phenomena including consumer choice, adoption of new products, sales response to marketing mix elements, and competitive interaction. Applies methods and concepts developed in econometrics and statistics but focuses on substantive issues of model structure and interpretation, rather than on estimation techniques. Ultimately, the goals are a) to prepare students to read and understand the literature and b) to stimulate new research interests. By the end of the course, students should be familiar with the key issues and approaches in empirical marketing modeling.

# MARKETING

## (WH) {MKTG}

**SM 957. Empirical Models in Marketing - Part B. (B)** PhD Course. Alternates with MKTG 956. Offered every other year. (Formerly part of MTKG 964)

This course is designed to generate awareness and appreciation of the way several substantive topics in marketing have been studied empirically using quantitative models. This seminar reviews empirical models of marketing phenomena including consumer choice, adoption of new products, sales response to marketing mix elements, and competitive interaction. Applies methods and concepts developed in econometrics and statistics but focuses on substantive issues of model structure and interpretation, rather than on estimation techniques. Ultimately, the goals are a) to prepare students to read and understand the literature and b) to stimulate new research interests. By the end of the course, students should be familiar with the key issues and approaches in empirical marketing modeling.

**SM 972. Advanced Topics in Marketing - Part B. (B)** Wednesday Seminar. Half credit course meets entire semester.

Taught collectively by the faculty members from the Marketing Department, this course investigates advanced topics in marketing. It is organized in a way that allows students to 1) gain depth in important areas of research identified by faculty; 2) gain exposure to various faculty in marketing and their research values and styles; and 3) develop and advance their own research interests.

**SM 971. Advanced Topics in Marketing - Part A. (A)** Wednesday Seminar. Half credit course meets entire semester.

Taught collectively by the faculty members from the Marketing Department, this course investigates advanced topics in marketing. It is organized in a way that allows students to 1) gain depth in important areas of research identified by faculty; 2) gain exposure to various faculty in marketing and their research values and styles; and 3) develop and advance their own research interests.

**SM 973. Research Seminar in Marketing - Part A. (A)** Thursday Seminar. Half credit course meets entire semester.

This course is taught collectively by the faculty members from the Marketing Department. It is designed to expose Doctoral students to the cutting-edge research in marketing models in order to help them to define and advance their research interests. This course will offer: in-depth discussions on some important topics in marketing by experts in respective areas; tools, and methodologies required for conducting research in those areas; broad exposure to our faculty members and their proven research styles.

**SM 974. Research Seminar in Marketing - Part B. (B)** Thursday Seminar. Half credit course meets entire semester.

This course is taught collectively by the faculty members from the Marketing Department. It is designed to expose Doctoral students to the cutting-edge research in marketing models in order to help them to define and advance their research interests. This course will offer: in-depth discussions on some important topics in marketing by experts in respective areas; tools, and methodologies required for conducting research in those areas; broad exposure to our faculty members and their proven research styles.

**995. Dissertation. (C)**

**999. Supervised Independent Study. (C)** Ph.D. course.

Requires written permission of instructor and the department graduate adviser.

**MARKETING**  
**(WH) {MKTG}**