

MKTG 485 A
Strategic Marketing Management
MW 12:30-2:20
Balmer 314

Professor Gary Erickson
308 Mackenzie Hall
erick@u.washington.edu
office hours Th 11:30-12:20

In this course, you will learn how to solve marketing issues with tools that are readily available: Models of marketing problems, Excel spreadsheets, and your own intelligence in solving problems. Various marketing models, to which you will be exposed over the quarter, have been developed over the years to deal with important marketing analysis and decision problems. Excel spreadsheets provide a consistent and useful format for implementation of the models. Finally, your interest and intelligence in problem solving allows you to use marketing models in Excel spreadsheets to deal effectively with important marketing problems.

This is a course that emphasizes application. Lectures and textbook readings expose you to the marketing models, and, importantly, several case exercises have you apply the models to marketing situations. You are required to prepare and hand in written solutions to the case applications, and we will also discuss the case applications and their solutions in class. Further, an important course requirement is that you prepare a present a proposal for a real-world project in which you would apply a MEXL (Marketing Engineering for Excel) modeling approach to a real marketing problem. If you actually conduct and complete a real-world project using MEXL, you get additional credit.

Grading

Case applications writeups handed in before the case discussion	(maximum) 20 points each
Contribution to discussion of the cases in class	(maximum) 10 points each
Project proposal	(maximum) 50 points
Completed project	(maximum) 50 points

Final grades will be based on the point total distributions.

Required Textbook

Principles of Marketing Engineering, Gary L. Lilien, Arvind Rangaswamy and Arnaud De Bruyn, Trafford Publishing, 2007.

Required Software and Cases

MEXL (Marketing Engineering for Excel) software and cases are available for purchase, at a reduced academic cost, at <http://www.mktgeng.com/student/store/>. You will need this password: **dpro9876**

Schedule and Assignments

- Mar 30 Introduction to course
- Apr 1 The Marketing Engineering Approach
Read textbook chapter 1
Prepare Allegro – Smart Sheet Exercise—a writeup is not needed
Prepare Conglom Promotion Analysis – Solver Exercise—a writeup is not needed
- Apr 6 Customer Value Assessment and Valuing Customers
Read textbook chapter 2
Bookbinders Book Club Case, do not do the Exercises
- Apr 8 ABB Electric Segmentation Case
Prepare a written solution to the Exercises on p. 5—you will need to use the Customer Choice (Logit) ME►XL module—and be ready to discuss in class
- Apr 13 Northern Aero Loyalty Program – Customer Lifetime Value Case
Prepare a written solution to the Questions on p. 8, and be ready to discuss in class –
In using the software, you will need to delete "Current!" from all cell range designations that pop up, in order to successfully run the analysis
- Apr 15 Segmentation and Targeting
Read textbook chapter 3
- Apr 20 Conglomerate Inc.'s New PDA (2001) Case
Prepare a written solution to the Exercises on p. 7, and be ready to discuss in class
- Apr 22 Positioning
Read textbook chapter 4
- Apr 27 Positioning the BlackBerry Pearl Case
Prepare a written solution to the Exercises on p. 2—you will need to use the Positioning module to develop perceptual maps—and be ready to discuss in class
- Apr 29 Forecasting
Read textbook chapter 5
- May 4 Zenith: Marketing Research for High Definition Television (HDTV) Case – the case is available on the course's Blackboard site
Study the case, prepare a written solution to the following exercises
1. Summarize and justify alternative scenarios (i.e. consistent sets of assumptions) ranging from pessimistic to optimistic with regard to market performance of HDTV.
 2. Using the Bass Forecasting Model module, develop forecasts of HDTV penetration in the U.S. market from 1992 through 2006 for each scenario you developed in 1., along with a justification and explanation for your forecasts.
 3. Recommend the short-term course of action that Zenith should pursue.
- and be ready to discuss in class

- May 6 New Product and Service Design
Read textbook chapter 6
- May 11 Kirin USA, Inc.: Ichiban Shibori Case
Study the case, prepare a written solution to the following exercises
1. Using Kirin Data (Segmentation).xls, use the Segmentation and Classification module to conduct a needs-based segmentation analysis to determine if the import beer market could be segmented in a useful way. Determine if there are any targetable segments that emerge from this analysis.
 2. Using Kirin Data (Conjoint).xls, use the Conjoint module to try to identify a product design that will enable Kirin to sell sufficient incremental cases.
 3. Assess the potential cannibalization, that is, check if there is a substantial loss in market share for the original Kirin product as a result of introducing the new Kirin product.
 4. Suggest other analyses that could be done.
- and be ready to discuss in class
- May 13 The Marketing Mix
Read textbook chapter 7
- May 18 Blue Mountain Coffee – ADBUDG Case
Prepare a written solution to the Questions on p. 8—the Blue Mountain Coffee Data (ADBUDG).xls spreadsheet is self-contained—and be ready to discuss in class
- May 20 C-Tek Corporation: Salesforce Sizing and Allocation for Grinding Products Case
Prepare a written solution to the Exercises on p. 4, using the Resource Allocation module, and be ready to discuss in class
- May 25 No class
- May 27 Project proposal presentations
- June 1 Project proposal presentations
- June 3 Harvesting Value from Marketing Engineering
Read textbook chapter 8