

**Welcome
to BUAD 307!**

Lecture and discussion:

- About me and you
- Syllabus overview
 - Book
 - Office hours, contact info, course website, class forum
 - Evaluation
 - Participation
 - Group project
 - Marketing research
 - Marketing in the news
 - Experiential Learning Center (ELC)
 - ...
- Overview of Marketing

About me and you

- Davide Proserpio
 - PhD in Computer Science
 - My 7th year at USC
 - Some of my research about Amazon fake reviews:
<https://www.cnbc.com/2020/09/06/amazon-reviews-thousands-are-fake-heres-how-to-spot-them.html>
 - Personal Website: <https://dadepro.github.io/>
- About you: Why are you here? What do you expect from this class?

Textbook:

M: Marketing, 8th edition,
by Dhruv Grewal and Michael Levy



There is an online option available

- **Office hours:**
 - My office: Hoffman Hall 332
 - Wednesdays, 2 pm–6 pm (or by appointment)
- **Email:** proserpi@usc.edu (@marshall.usc.edu)
- **Course website (available on Blackboard):**
 - <https://dadepro.github.io/BUAD307/buad307-fall22.html>

Class format

Lecture (section 14812): Wednesday, 12 – 2 pm (Edison)

Discussion: Friday

- Section 14814: 10 am – 12 pm, JFF 316
- Section 14820: 12 pm – 2 pm, JFF 316
- Section 14822: 2 pm – 4pm, JFF 316

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This class will be fully in person, however,

1. I will start Zoom each class and record the lecture
 - Note that this doesn't mean you can avoid coming to class
 - Attendance and participation are extremely important
2. Zoom links should be available on Blackboard

The two exams

1. Midterm (30%), Oct. 5 during lecture time (12-2 pm)
2. Final (35%), TBD (Final week Dec. 7–14)

25% 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 (left panel on Blackboard)
- 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 will learn in class to develop the marketing strategy

What you need to submit:

1. Project proposal (deadline Sept. 23)
 - One page presenting your idea
1. Presentation (deadline Dec. 1, you will present Dec 2)
2. Final paper (deadline Dec. 6)
 - Describe the process undertook in developing the new product including the marketing strategies and concepts you adopted

Project grading rubric

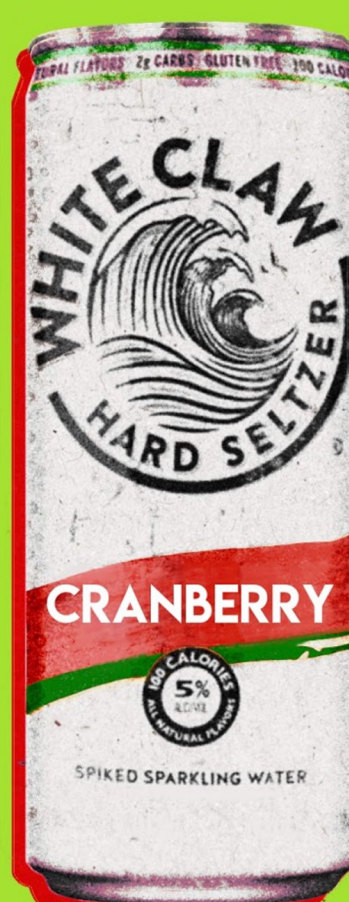
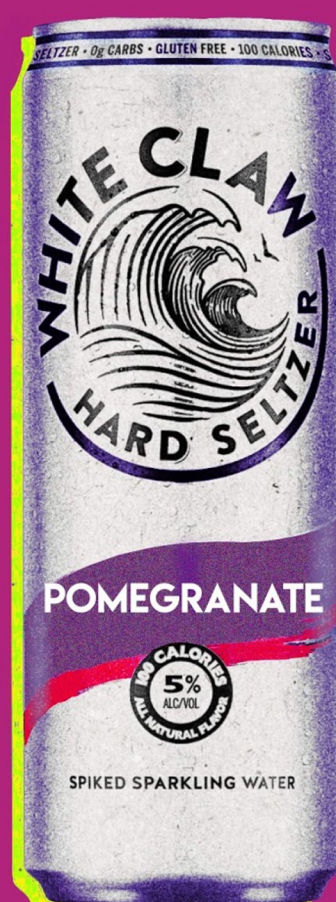
- <https://dadepro.github.io/BUAD307/project-grading-rubric.pdf>

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:

- Statista
- [Google Trends](#)



WHITECLAW WINTER.




Kool-Aid x **C4**





CODE:NOEL
FOR **15% OFF** AT CHECKOUT


TikTok
@Ryse_Supps



Participation is very important!

- **7.5% of the final grade**

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

- Every student can participate in 1 in person and 6 online research studies
- The instructions can be found at:
 - https://dadepro.github.io/BUAD307/Handout_MKT_ResearchPool_Fall_2022.pdf
- If you decide not to participate (or you are under 18 years old), notify me ASAP (deadline to do so Sept 9)
 - I will give you an alternative assignment (a short research paper)
- Deadline to register for the studies is Sept. 12

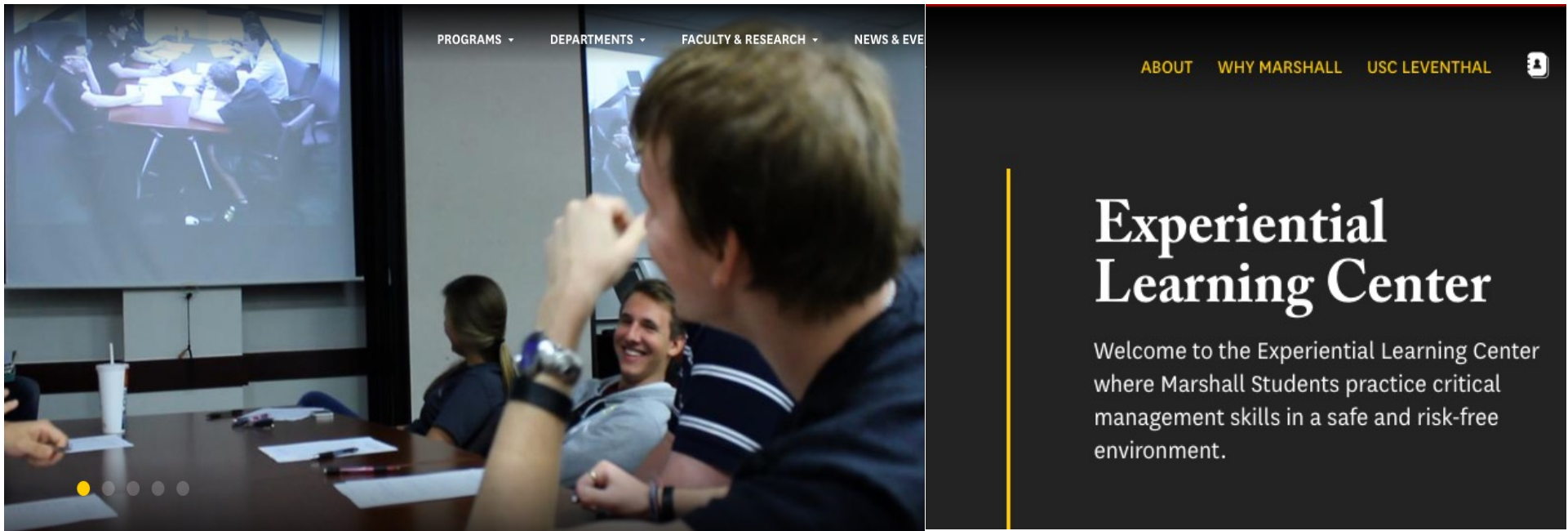
1. Two Exams (65%)
 - Midterm (30%)
 - Final (35%)
2. Group project (25%)
3. Participation (7.5%)
4. Marketing research studies (2.5%)

Marketing in the news

- We will start each class discussing a marketing related example that recently appeared in the news and that relates to the topics we have covered in class.
- Every week **during discussion**, starting on week 2 (Sept. 2), 2 groups (we have only 8 discussions) of 3 students will present to the class with slides (5 to 10 mins) a news related to marketing of their choice
- Google doc with dates is on Blackboard (discussion session as these docs are discussion-specific)

Experiential Learning Center (ELC)

Two ELC: Sept. 9 and Nov. 18
(they substitute discussion and are mandatory)



- We may have one during the lecture time

Now is the time to ask me
any questions you might
have

Overview of marketing (Chapter 1)

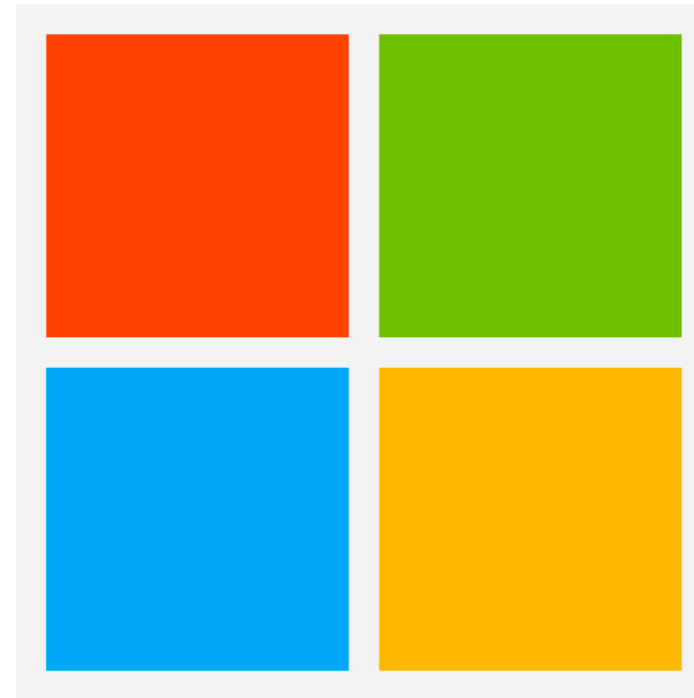
Marketing definition

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

Creating value

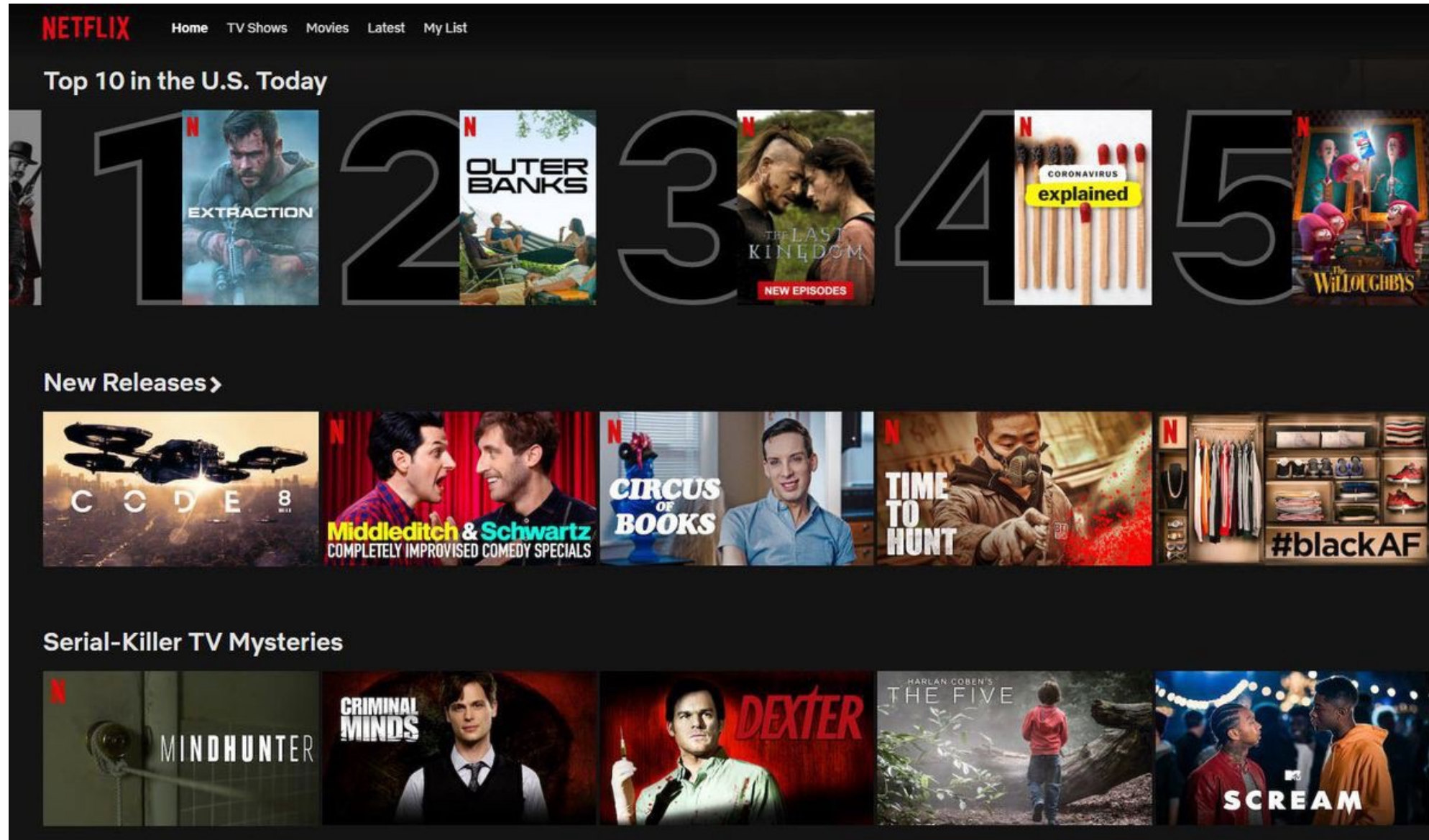
How do these companies create value? How are they different?





Creating value





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!!!

Marketing ≠ Advertising

- **Tesla** is worth \$725 Billion – more than 2x GM, Ford, and Toyota combined.
- Elon Musk claims they've never spent a dollar on paid marketing.
 - Not true, Tesla doesn't spend on Ads...
- Indeed, Tesla is running one the most effective modern marketing campaign in history
 - Everything Tesla does from a marketing perspective is designed to do one thing: **Build super fans.**
 - And you don't do that through FB, IG, or TV ads. You have to be more creative...

Marketing ≠ Advertising

- E.g., **Audience building** (audience is an asset):
 - Elon:
 - Twitter: 100.3 million
 - Tesla:
 - Twitter: 16.2 million
 - Instagram: 9.5 million
 - YouTube: 2.2 million
- Impressive engagement



Marketing ≠ Advertising

- E.g., **Product drop:** Tesla uses product drops to raise awareness (and money).
- Tesla is not out here dropping boring products
 - Tequila
 - Cybertruck whistle
 - S3XY shorts
 - Flamethrower

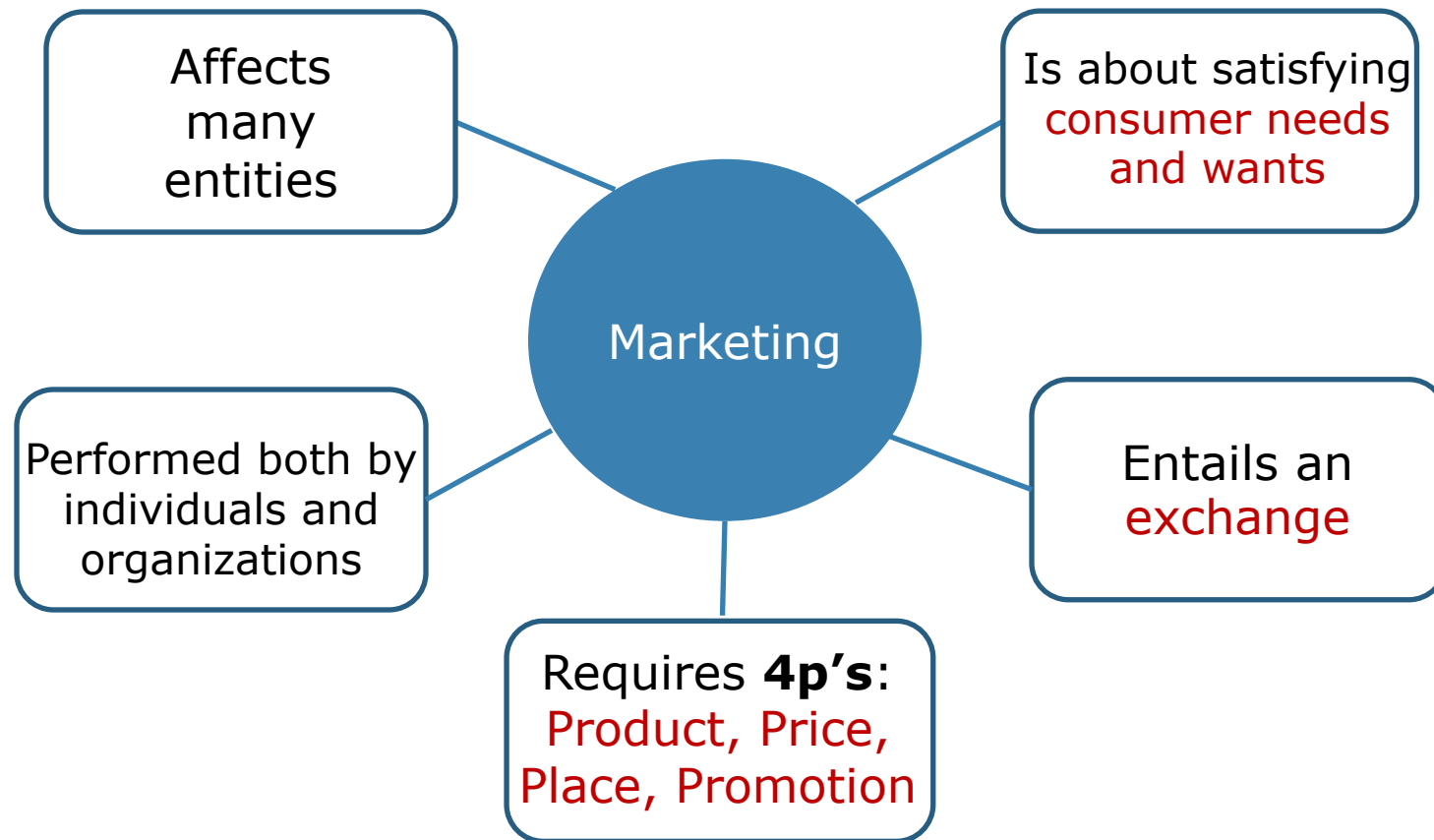


Marketing ≠ Advertising

- Tesla does many more things....
- The real brilliance?
 - It's hard to be neutral on Elon & Tesla — you love them or hate them
 - This translates to super fans, viral content, and earned media (i.e., any material written about you or your business that you haven't paid for or created yourself.)

Core aspects of Marketing

Marketing is about creating **value for consumers**



Topics we will cover this semester include:

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



Marketing is an ever-evolving field!

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

DATA!!!

Qualitative and quantitative analytical skills:

- Focus Groups
- Internal and external data
- Surveys
- Feedback from consumer surveys, social media, online reviews
- 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**