

**Welcome  
to BUAD 307!**

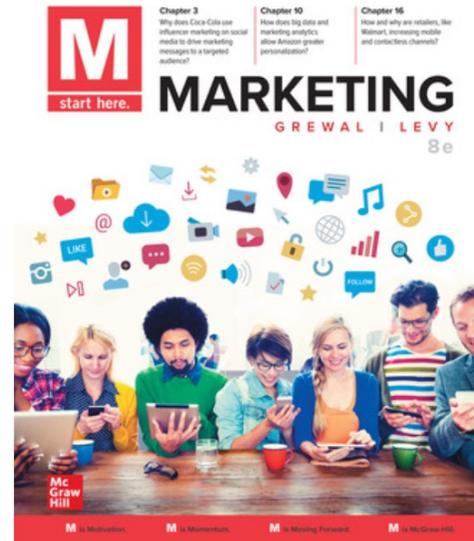
## Lecture and discussion:

- 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

- Davide Proserpio
  - PhD in Computer Science
  - My 7<sup>th</sup> 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, 8<sup>th</sup> 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](mailto:proserpi@usc.edu) (@marshall.usc.edu)
- **Course website (available on Blackboard):**
  - <https://dadepro.github.io/BUAD307/buad307-fall22.html>

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

# Class format

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

Discussion: Friday

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

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 undertaken in developing the new product including the marketing strategies and concepts you adopted

## Project grading rubric

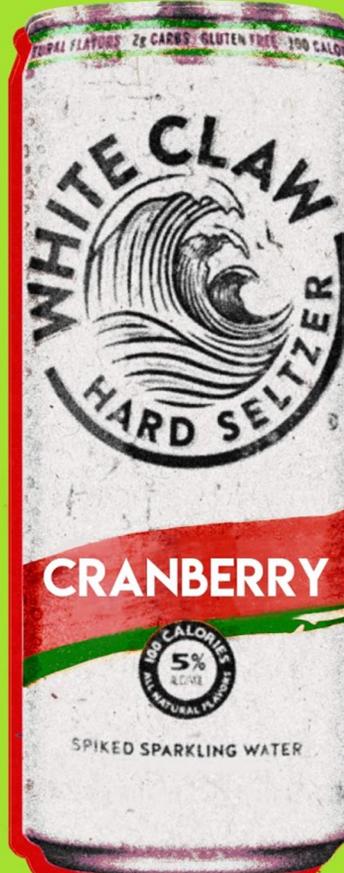
- <https://dadepro.github.io/BUAD307/project-grading-rubric.pdf>

## 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**

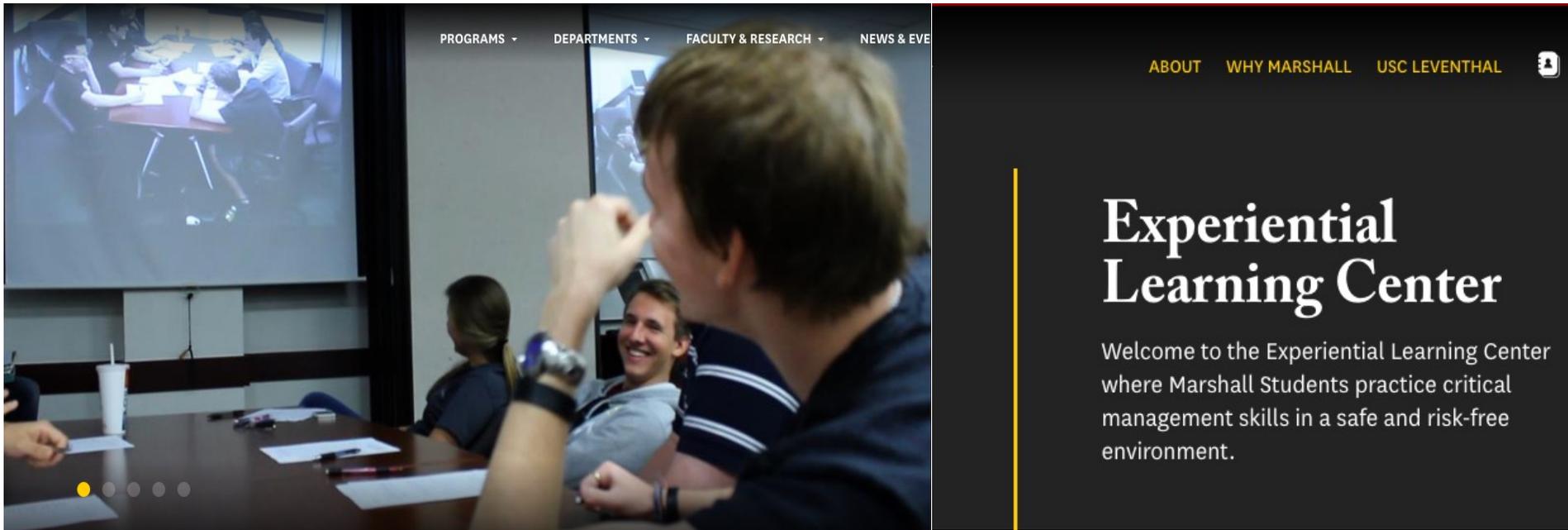
## Marketing research (**2.5% of final grade**)

- 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](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%)

- 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)

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

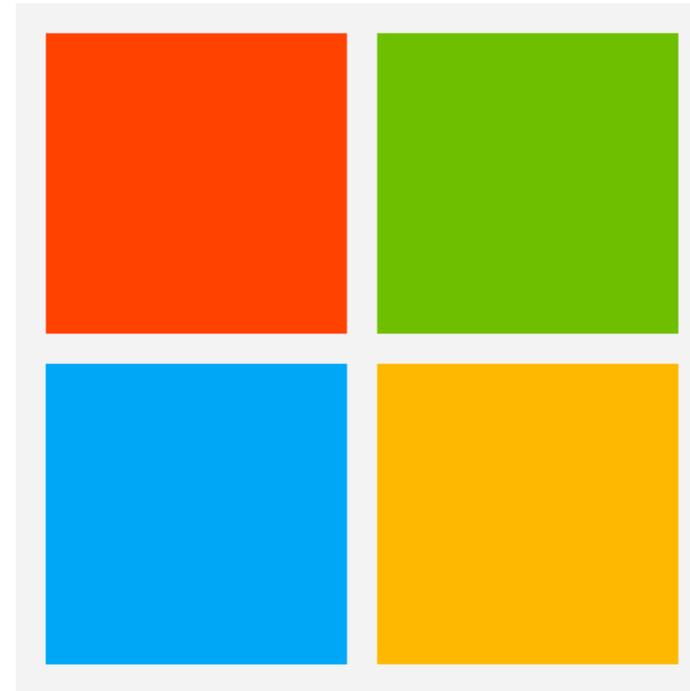
# Overview of marketing (Chapter 1)

## 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

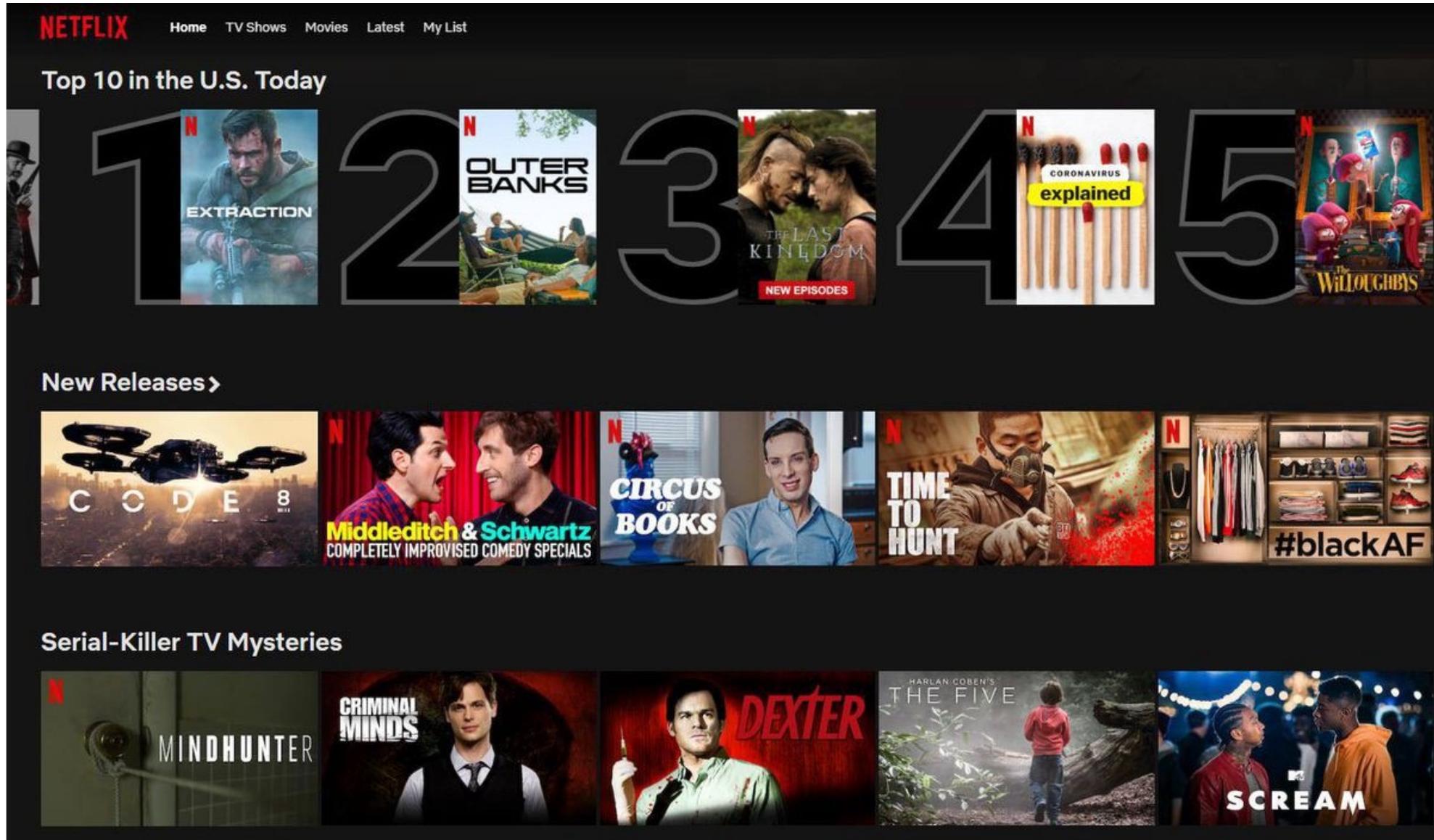
How do these companies create value? How are they different?





# 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...

- 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

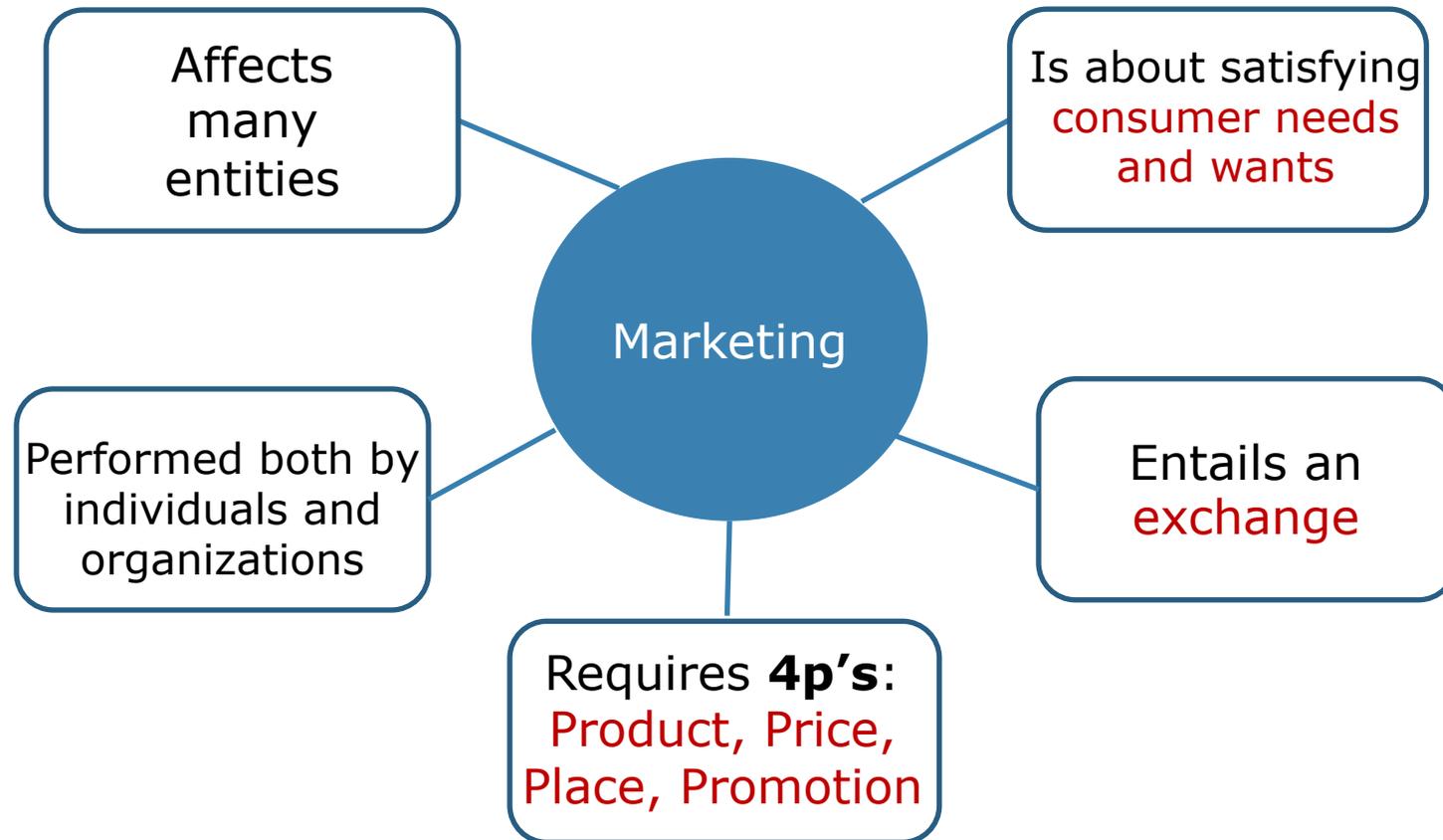
- E.g., **Product drop:** Tesla uses product drops to raise awareness (and money).
- Tesla is not out here dropping boring products
  - Tequila
  - Cybertruck whistle
  - S3XY shorts
  - Flamethrower



- 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**





**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**