ECONOMICS 176: MARKETING

Spring 2021   **Maxim Sinitsyn, msinitsyn@ucsd.edu**
MWF 10:00-10:50, Zoom ID: 883-658-9887   **Office Hours: T 9:30am-11:30am**

TAs
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Course Objectives: In Econ 176, we will examine the role of marketing in the economy. You will learn how economic modeling is used to study marketing phenomena. We will also review empirical work that illuminates the connection of these theoretical approaches to the real-world practices. Finally, you will get hands-on experience with the techniques of marketing research.

Prerequisites: Econ 120C is a prerequisite for this course (concurrent enrollment in Econ 120C is permitted). We will examine several empirical papers that utilize the material you learned in the econometrics sequence. Working knowledge of estimating discrete choice models is essential for the successful completion of the marketing research project.

Suggested Textbook and article:
Train, K. (2009) *Discrete Choice Methods with Simulation*. Cambridge University Press.
It is available on his website at http://elsa.berkeley.edu/books/choice2.html

Khan, R. and D. Jain, 2005. "An Empirical Analysis of Price Discrimination Mechanisms and Retailer Profitability," *Journal of Marketing Research*, 42(4), 516-524.

Exams: Grading will be based on two homework assignments (5% each), one midterm (20%), a final examination (30%), and a marketing research project (40%). All exams are closed book, and you may not use calculators and cell phones during the exams.

Marketing Research Project: The marketing research project consists of two parts: a proposal (20% of the final grade) and an econometric analysis (20% of the final grade). For the first part, you will have to identify a hypothetical marketing situation faced by an organization and design a survey, with which it would be possible to collect the data relevant for studying this situation. For the second part, two surveys will be chosen for in-class data collection. You will perform an econometric analysis of this data and write a 3-5 page report about your findings.

Academic Integrity: We will be using LockDown Browser and a webcam for Canvas exams. I reserve the right to give an oral test if I feel it is necessary to uphold academic integrity.

This course requires the use of LockDown Browser and a webcam for online exams. The webcam can be the type that's built into your computer or one that plugs in with a USB cable.
Watch this brief video to get a basic understanding of LockDown Browser and the webcam feature.
https://www.respondus.com/products/lockdown-browser/student-movie.shtml

Download Instructions
Download and install LockDown Browser from this link:
https://download.respondus.com/lockdown/download.php?id=953813920
Once Installed
- Start LockDown Browser
- Log into to Canvas
- Navigate to the quiz

Note: You won't be able to access a quiz that requires LockDown Browser with a standard web browser. If this is tried, an error message will indicate that the test requires the use of LockDown Browser. Simply start LockDown Browser and navigate back to the exam to continue.

Guidelines
When taking an online quiz, follow these guidelines:
- Ensure you're in a location where you won't be interrupted
- Turn off all other devices (e.g. tablets, phones, second computers) and place them outside of your reach
- Before starting the test, know how much time is available for it, and also that you've allotted sufficient time to complete it
- Clear your desk or workspace of all external materials not permitted - books, papers, other devices
- Remain at your computer for the duration of the test
- If the computer, Wi-Fi, or location is different than what was used previously with the "Webcam Check" and "System & Network Check" in LockDown Browser, run the checks again prior to the exam
- To produce a good webcam video, do the following:
  - Avoid wearing baseball caps or hats with brims
  - Ensure your computer or device is on a firm surface (a desk or table). Do NOT have the computer on your lap, a bed, or other surface where the device (or you) are likely to move
  - If using a built-in webcam, avoid readjusting the tilt of the screen after the webcam setup is complete
  - Take the exam in a well-lit room, but avoid backlighting (such as sitting with your back to a window)
- Remember that LockDown Browser will prevent you from accessing other websites or applications; you will be unable to exit the test until all questions are completed and submitted

Getting Help
Several resources are available if you encounter problems with LockDown Browser:
- The Windows and Mac versions of LockDown Browser have a "Help Center" button located on the toolbar. Use the "System & Network Check" to troubleshoot issues. If an exam requires you to use a webcam, also run the "Webcam Check" from this area
- Respondus has a Knowledge Base available from support.respondus.com. Select the "Knowledge Base" link and then select "Respondus LockDown Browser" as the product. If your problem is with a webcam, select "Respondus Monitor" as your product
- If you're still unable to resolve a technical issue with LockDown Browser, go to support.respondus.com and select "Submit a Ticket". Provide detailed information about your problem and what steps you took to resolve it

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Schedule:

Week	Topics
1	Discrete Choice Models;
2	Logit Models; HW1
3	Logit Models; Stata Session
4	Logit Models; Description of the Marketing Research Project; HW2
5	Logit Models;

Midterm (April 30th in class)

6	First-Degree Price Discrimination

The Marketing Research Project Proposal is due May 7th

7	Third-Degree Price Discrimination
8	Second-Degree Price Discrimination, Quantity Discounts
9	Quality Choice, Damaged Goods
10	Bundling and Tying, Advertising; Review

The Marketing Research Project Analysis is due June 4th
Final: June 7, 8:00