

ECONOMICS 176 - MARKETING, WINTER 2008

5:00 – 6:20 pm, Tuesday/Thursday, Center Hall Room 214

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OBJECTIVES:

The objectives of the course are to give you an understanding of the Role of Marketing in the Economy, some insights into the marketing process, and how marketing is applied in practice. It will cover issues such as the creation of value, consumer behavior, strategic marketing decision making in a competitive environment, and the marketing mix. After this course, you will appreciate the complementary role of Marketing in your studies of Economics, and how Econometrics can be utilized as a marketing tool.

COURSE EVALUATION:

4 Course Assignments:	20%
Midterm exam:	30%
Final exam:	50%

COURSE ASSIGNMENTS:

The following assignments make up 20% of the mark, and give you practice at solving the types of problems that you will see in the exams, as well as providing you feedback during the course. Assignments will be posted the previous week and should be handed in at the beginning of class on the due date.

1. Due date: Thursday January 17.
2. Due date: Tuesday January 29.
3. Due date: Thursday February 21.
4. Due date: Thursday March 6.

The normal UCSD rules regarding academic dishonesty, submission on time, and grading will apply.

EXAMS:

There will be a midterm exam, and a cumulative final exam covering all the work in the course. The midterm exam will be on **Thursday 7 February** in class. The date of the final will be advised.

TEXTBOOK:

The prescribed textbook is *Principles of Marketing*, 12th edition, by Philip Kotler and Gary Armstrong, Pearson/Prentice-Hall. Alternatively, *Marketing, an Introduction*, 8th edition, by Armstrong and Kotler can be used. The chapter readings are given below in the schedule, and students are strongly recommended to complete the reading before coming to lecture. The exams will, however, emphasize material covered in class.

SCHEDULE:

Week	Topic	Reading – Kotler & Armstrong	Armstrong & Kotler
Week 1	Role of Marketing in the Economy, Creating Value Marketing & Economics overlaps	Ch 1, 2 Ch 3	Ch 1,2 Ch 3
Week 2	Measuring Value Marketing Strategies	Ch 1,2, Reading 1 Ch 18	Ch 1,2 Reading 1
Week 3	Consumer Buyer Behavior Business Markets and Behavior	Ch 5, 17 Ch 6	Ch 5, 14
Week 4	Segmentation, Targeting and Positioning	Ch 7	Ch 6
Week 5	Market Research Midterm exam	Ch 4	Ch 4
Week 6	Products and Services New Product Development	Ch 8 Ch 9	Ch 7 Ch 8
Week 7	Pricing policy	Ch 10, 11	Ch 9
Week 8	Communications, Advertising, Public Relations, Personal Selling, Sales Promotion, Direct and Online marketing	Ch 14, 15, 16, 17	Ch 12, 13, 14
Week 9	Distribution policy: Channels and Retailing	Ch 12, 13	Ch 10, 11
Week 10	Global Marketing Marketing and Econometrics overlaps	Ch 19, 20	Ch 15, 16

Reading 1: *Customer Profitability and Lifetime Value*, Elie Ofek, Harvard Business School 9-503-019, August 2002