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# MKTG 611

## Marketing Management

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### Objectives

From large Fortune 500 companies to small startups, growing (and maintaining) a business requires understanding your customers. This course provides an introduction to modern marketing, including how to create and deliver value to customers (and capture that value for companies)

### Description

You will learn:

1. **Segmentation, Targeting, and Positioning.** How to generate product/market fit by understanding and analyzing customer behavior, identifying market gaps, and crafting the right offering for the right market segment.
2. **Branding.** How to build a brand, measure brand equity, and capitalize on brand value.
3. **Go to Market Strategy.** The role of channels, channel partners (e.g., distributors or retailers), and other intermediaries in delivering products, services and information to customers.
4. **Marketing Communications.** How to generate awareness and encourage consideration and purchase.
5. **Pricing.** How to set prices that capitalize on value to customer and capture value for the firm.

In addition, the course also helps you develop the following skills:

- Making and defending marketing decisions in the context of real-world problem situations with incomplete information (case studies).
- Improving group problem-solving and written communication skills.
- Making cross-functional connections between marketing and other business areas.

The skills you acquire will be useful regardless of industry or geography.

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## Fall 2025

Professor Marissa Sharif

TAs:

12:00: leighste@wharton.upenn.edu

1:45: ariela.zebede@penmedicine.upenn.edu

3:30: ajakz@wharton.upenn.edu

5:15: willherb@wharton.upenn.edu

Head TA: apoorvag@wharton.upenn.edu

Course Coordinator:

resslerk@wharton.upenn.edu

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### Course Materials

Cases are available through Study.Net on canvas.

Canvas will be used as the source for additional readings, case discussion questions, class handouts, and other materials including Analytic Foundations.

There is **no required text**. For those who would like a general marketing textbook *Strategic Marketing Management* and *Marketing Management* are two recommended texts.

These **optional** books were written by members of the marketing department and touch on various aspects of the course.

- [Contagious: Why Things Catch On](#)
- [The Shopping Revolution](#)
- [Customer Centricity](#)

### Learning Support

Teaching Assistants (TAs) are second-year MBA students who performed exceptionally well in MKTG 611. They will be available to review course materials and concepts. You will be introduced to your cohort's TA on the first day of class and their contact information as well as details of their office hours will be included

## Assessment / Grading

- Participation 20%
- Case & Funnel write-up (lower score) 20%
- Case & Funnel write-up (higher score) 25%
- Final exam 35%

### Participation and Exercises (20%)

Constructive participation is based on analysis rather than opinion and builds on the discussion flow (a good participant is also a good listener). Participation will account for 20% of the final grade.

There are **optional** exercises designed to help you further connect what you are learning in class to the world around you. They do not require a lot of time (15-30 min at most, though feel free to take longer). You do not need to turn these in as they are optional assignments.

### Case and Funnel Write-up (45%)

The case and funnel write-up provide experience: (1) defining marketing problems, performing appropriate analyses, and crafting marketing plans, (2) developing written communication skills, and (3) developing skills to work effectively and efficiently in teams.

Graded Case Write-Up: **Mountain Man Brewing (due: Sunday 9/14)** A single Word (.docx) or PDF file containing all text and exhibits should be uploaded to the assignment page **on Canvas by 11:59pm on 09/14**. Please see the assignment online for more details. The file should be named Mountain\_TeamXX.docx with XX replaced by your cohort letter and team number (i.e., Mountain\_A1.docx)

Graded Funnel Write-Up: (due: **Sunday 09/28**) A single Word (.docx) or PDF file containing all text and relevant survey questions should be uploaded to the assignment page **on Canvas by 11:59pm on 09/28**. Please see the assignment online for more details. The file should be named Funnel\_TeamXX.docx with XX replaced by your cohort letter and team number (i.e., Funnel\_A1.docx)

### Final Exam (35%)

The exam is scheduled for October 8th. It is a proctored in-class short answer exam. You may bring one page of notes, both sides allowed (no type size

limitation). You will take the exam on your laptops using Respondus software which will only allow you to access the exam, and nothing else on your computer. All students will need to download the Respondus software prior to the exam.

### Policy on Using Outside Sources of Information for Course Work

Do not use any outside information (e.g., Internet, library, AI Tools (e.g., ChatGPT) and, for group-based assignments, anyone outside of your learning team) when preparing for case discussions, producing written case analyses, or any other graded exercise. To learn more about course topics you are obviously welcome to use outside sources to expand your knowledge.

### Grade Disputes

If you believe there was a significant mistake in grading, contact your professor within 1 week after the grades are posted. Requests after 1 week will not be considered. In your request, please explain your reasons in detail and include your section number, Penn ID #, and – in the case of write-ups- your learning team, with your request.

- Calculation errors will be corrected immediately.
- If you are challenging the points you receive, your explanation will be examined, and if reasonable, the entire case write-up or exam regraded, not just the part you identified; therefore, your final score may go up, down, or remain the same.

### Free Riding

In the case of free-riding, I will issue a peer evaluation form, in which each team member will submit an evaluation of each other member's contribution to the case write-ups. 100% would imply that a team member did a fair share of the work. 70% would indicate that a team member did only 70% of what a minimum fair share of work would have been. The average rating for a team member across all members will be taken as the final peer evaluation rating for that team member. For example, a 90% average rating implies that the team member will get 90% of the team's grade. If no rating is turned in by or for a team member, a default rating of 100% will be used as that team member's rating

## Detailed Schedule

Day	Date	Topic	Exercises for Class * = optional
1	Mon. Aug. 25	<b>Intro, Understanding Customers I</b> Marketing's role in the firm. Achieving product-market fit.	
2	Wed. Aug. 27	<b>Understanding Customers II</b> Customer decision making, customer journey, and customer lifetime value (CLV).	
3	Wed. Sept. 3	<b>Case Preparation</b> Basic logic and tools for solving marketing cases.	Analytic Foundations* & mini-cases* Additional Optional Problems:* <a href="https://cfapps21.wharton.upenn.edu/afmd/">https://cfapps21.wharton.upenn.edu/afmd/</a>
4	Mon. Sept. 8	<b>Case Discussion:</b> Unilever Brazil	Read the case, fill out table with your group, be prepared to discuss in class
5	Wed. Sept. 10	<b>Product (Branding)</b> Creating value through determining what you are selling, building brand equity	Branding Exercise*
6	Mon. Sept. 15	<b>Case Write-Up and Discussion:</b> Mountain Man Brewing	Prepare the case based on case questions & be prepared to discuss.
7	Wed. Sept. 17	<b>Promotion (Communications)</b> Communicating value through different types of media	Communications Exercise*
8	Mon. Sept. 22	<b>Guest Speaker: Neil Blumenthal, Warby Parker</b>	
9	Wed. Sept. 24	<b>Place</b> Delivering value and meeting customers <b>Pricing</b> Economic value to the customer, psychological aspects of pricing	Go-to-Market Exercise* Pricing Exercise*
10	Mon. Sept. 29	<b>Guest Speaker: Neil Hoyne, Google,</b> AI & Decision Making	
11	Wed. Oct. 1	<b>Case Discussion:</b> Cree	Read the case & be prepared to discuss
12	Mon. Oct. 6	<b>Misc + Review</b>	
	Wed. Oct. 8	<b>Final Exam</b>	