



23517-01 Introduction to Marketing

Prof. Dr. C. Miguel Brendl

Syllabus

Last Updated 10 February 2023 - Subject to change

This syllabus is a tentative plan for the course. Changes may only be announced in class during lecture and it is your responsibility to stay informed.

Contact

Your lecturer will be Prof. Brendl (miguel.brendl@unibas.ch) and your teaching assistant will be Meike Kakas (meike.kakas@unibas.ch).

I strongly encourage and appreciate you raising your hand and asking for clarification during lecture time. If after class time you still have a question, your first step should be to email the teaching assistant in order to make a video appointment.

Given the class size, we cannot answer by email questions of the type “explain to me xyz”, but if you have a question that requires immediate action (e.g., an issue with the course website; an error on a slide), please send an email to the teaching assistant.

If there is anything which requires Prof. Brendl’s immediate attention, please email him. For all other requests, please book a video appointment via the appointment tool on his faculty home page:

<https://wwz.unibas.ch/en/people/profile/person/brendl/>

We also have a generic email address that is read by Prof. Brendl’s student administrative assistant about three times a week: behavioral-marketing-wwz@unibas.ch.

Main topics covered in this course

1. Introduction
2. Segmentation
3. Consumer Behavior: Goals and Benefits
4. Targeting
5. Assessing Profitability
6. Usage-Based Segmentation and Targeting
7. Positioning
8. Tactics



Grading

The course grade will be based on a **final written exam** (95% of the course grade) and the **consumer research requirement** (5% of the course grade).

The final exam may consist of any combination of three question types: multiple-choice fill-in-the-blank, or open questions. The repeat exam (Wiederholungsprüfung) will also be in writing. However, it may consist of a different combination of the three questions types. In the extreme, one exam may consist only of multiple-choice questions and the other only of open questions. **Any text you may have to write in the exam has to be in English.** We will offer an exam inspection (Prüfungseinsicht) for the final exam on exactly one day, and only on that day. Thus, we recommend that you reserve that day once it is announced.

Second, you can credit points worth 5% of the course grade by fulfilling the **consumer research requirement**. Marketing is based on collecting data on consumers. This requirement is meant to address this circumstance. You can choose between two options of fulfilling this requirement. Option 1 seeks to give you the hands-on learning experience of seeing results from a research study that you were a participant in. Specifically, you need to participate in laboratory studies that we will offer during the semester. Subsequently I will bring the results to class. Option 2 consists of writing a paper about consumer research. This consumer research requirement, that is, either participation in the study or writing the paper, is graded only as pass versus fail. If you participate in the studies, you pass. If instead you write a paper of reasonable effort, you pass, too, and earn the 5% credit. If you do not participate, participate partially, do not submit a paper, or submit an unreasonable paper, you do not earn the 5% credit, nor some fraction of it. Details are below.

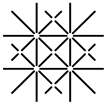
Homework before and after class

Homework before class. Some readings, particularly the case studies, you will need to do before a particular class session. You would not be able to follow class not having done these particular readings. I will clearly identify such readings during lecture.

Homework after class. I will select specific pages as homework reading, mostly from the textbook by Kotler, Keller, and Chernev. They are listed in file **Readings.pdf** on the course webpage. I will add readings to this file as we progress through the course.

Unless noted otherwise, readings will be relevant for the exam.

The textbook offers much more detail than these pages. To enhance your understanding of those pages that I selected as well as of the class material I recommend that you browse the book and read selectively on related topics.



Readings you need to buy before the first class session

- Textbook

You can buy either Option 1 or Option 2 below. Option 2 is the entire textbook and Option 1 is a reprint of the 13 chapters (plus glossary) from which I will assign homework. Option 1 is cheaper but of course the structure of the book suffers, e.g., it does not have an index. Option 1 is sufficient for this course, but if you are interested in studying marketing more extensively, then you may want to consider Option 2 in order to own a reference for basic marketing concepts, this book being the most widely used marketing textbook around the globe.

- Option 1: Book title: *Marketing Management – Excerpts from the 16th Global Edition*, ISBN 978-1-80006-767-7, publisher: Pearson Switzerland; for sale only at Bider & Tanner, Aeschenvorstadt 2, Basel for CHF 40. You can also order the book remotely
 - by email: info@biderundtanner.ch
 - online: <https://www.biderundtanner.ch>You will need the ISBN number.

- Option 2 is for sale at any book retailer:
Marketing Management, Sixteenth Edition, Global Edition, Philip Kotler, Kevin Lane Keller and Alexander Chernev, ISBN 978-1-292-40481-3, Pearson Education Limited 2022

Some editions also exist in German, but because I will follow the English edition in class, and because there are differences between different editions, my advice is to use exactly the edition I outlined above. When I will give page numbers for homework, I will refer to Option 1 above. I will also post a table that shows you which page numbers from Option 2 correspond to the page numbers from Option 1. I will not provide page numbers for other editions.

- Cases studies and articles

[Positioning the Tata Nano \(A\)](#)

Case

Reference no. K5-311-506A

<https://www.thecasecentre.org/educators/products/view?id=115443>

Note: Do **not** buy the (B) case, called *Positioning the Tata Nano (B)*.

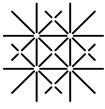
[Strategic Insight in Three Circles](#)

Management article

Reference no. F0711E

<https://www.thecasecentre.org/educators/products/view?id=76550>

You can buy these at [thecasecentre.org](https://www.thecasecentre.org). You need to [register as a student](#) and set



up an account (Organization: “Universitat Basel” [with a instead of ä]; ***important: make sure you always browse within the green student section***). Please note that you will need a credit card that can be charged outside of Switzerland. After having paid, **you will be able to download the readings from the Case Center webpage.**

Should you encounter problems when ordering the readings, please contact the-casecentre.org directly or choose another retailer if you prefer that. We cannot organize the purchases for you.

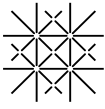
Readings posted on ADAM

When copyright laws allow me to do so, I will post readings on ADAM at no cost to you, and only for your personal use for studying. By law you must not distribute them further. Please visit the section “Readings” on the course webpage.

Our Contract

My promise to you is that I will work hard to create an effective atmosphere for learning and to make the class as interesting as I can. Your part of the deal is to be supportive of these goals. Every person in class has an influence on the class atmosphere and thus every single student’s behavior impacts everybody else’s ability to learn. Particularly in a very large lecture class it is easy for one individual to overlook that he or she impacts the entire group.

Many students come to class because they wish to learn, and some go through great trouble, effort, and cost to be able to come. It is my responsibility to make their effort worthwhile. In that spirit I expect that if you decide to attend my classes, which is entirely your choice, you help making learning easy. That means you refrain from whispering, arrive on time, do not leave early, and do not distract others by exposing them to non-class activities on your computer screen. If you are late or need to leave early, do so in a minimally disruptive manner.



Consumer research requirement

Laboratory Study Option (in German):

In order to earn the 5% credit points by means of the Laboratory Study Option, you need to make a maximum of two visits to the Basel Behavioral Research Center (BBRC) and participate in studies there. The total time at the Center will be in the order of magnitude of two hours. We will communicate exact number of visits and time spent at the Center in due time. The BBRC is located at Petersplatz 14, 4051 Basel. As of the first week of the semester we will post a file (*Laboratory Study Option.pdf*) on the course webpage, which gives more information about the study, the time period during which you could participate, and how to sign up.

The study will be in German because we want to involve you in real research, which we have to conduct in the local language. If you are considering the Laboratory Study Option but cannot read German well, please send an email to the teaching assistant for this course (see below) immediately after the first lecture.

Writing a Paper Option (in English):

In order to earn the 5% credit points, you can also write a paper. The paper needs to have a length of about 2300 to 2700 words, be in English, and describe how marketers use experiments (e.g., in an online context) to do consumer research. Submit this paper by email to the teaching assistant for this course (see below) no later than the final class session of this course. If you do not receive a confirmation by email within 48h, it is your responsibility to contact the teaching assistant again in order to obtain the confirmation. We want to avoid a situation where a student claims to have submitted a paper and there is no evidence of the submission.

You can only earn 5% credit points, that is, doing both assignments will not earn you more points.