



# STUDY GUIDE FOR TEXTBOOK MATERIAL



Dhruv Grewal and Michael Levy (2018), *M: Marketing* 6<sup>th</sup> ed., McGraw-Hill Irwin, ISBN 978-1259924033. Prior editions will supply most of the needed information. One copy will be placed on reserve in the Crocker Library.

In order to reserve class time for those issues where discussion can most effectively contribute to understanding of the material and the building of critical thinking skills, a number of issues where discussion adds less value are unlikely to be discussed extensively in class. You should, however, be familiar with the issues listed below for the exams.

Week	Date	Chapters and issues
1	8/27	No assigned textbook chapters.
2	9/03	<p><b>Ch. 1: “Overview of Marketing”</b></p> <ul style="list-style-type: none"> <li>• Marketing as an exchange (pp. 5-7)</li> <li>• Value; value co-creation (p. 12)</li> </ul> <p><b>Ch. 2: “Developing Marketing Strategies and a Marketing Plan”</b></p> <ul style="list-style-type: none"> <li>• Marketing strategy (pp. 23-28)</li> <li>• Sustainable competitive advantage (p. 24)</li> <li>• Business mission (pp. 30-21)</li> <li>• Value capture (p. 35)</li> <li>• Metrics (p. 37)</li> </ul> <p><b>Ch. 4: “Conscious Marketing, Corporate Social Responsibility, and Ethics”</b></p> <ul style="list-style-type: none"> <li>• “Conscious Marketing” (pp. 75-77)</li> <li>• “Triple Bottom Line” (p. 77)</li> <li>• “Bottom of the Pyramid” market (p. 86)</li> </ul> <p><b>Ch. 5: “Analyzing the Marketing Environment”</b></p> <ul style="list-style-type: none"> <li>• Levels <ul style="list-style-type: none"> <li>○ Immediate environment (pp. 95-97))</li> <li>○ Macroenvironmental factors (pp. 97-110—“big picture” only—you do not need to know the specifics of the different generational cohorts)</li> </ul> </li> </ul>
3	9/10	<p><b>Ch. 3: “Social and Mobile Marketing”</b></p> <ul style="list-style-type: none"> <li>• Four E framework of social media (pp. 48-52)</li> <li>• Wheel of Social Media Engagement (pp. 52-56)</li> <li>• “Showrooming” (p. 63)</li> <li>• Sentiment analysis (pp. 65)</li> <li>• Bounce rates (p. 67)</li> </ul>

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		<ul style="list-style-type: none"> <li>Click paths (p. 67)</li> </ul>
4	9/17	<b>Ch. 6: "Consumer Behavior"</b> <ul style="list-style-type: none"> <li>Internal vs. external locus of control (pp. 118-119)</li> <li>Postpurchase cognitive dissonance (p. 125)</li> <li>Attitudes and their components (pp. 128-130)</li> <li>Referencegroups (pp. 131-132)</li> <li>Situational influences on decision making (p. 133-135)</li> </ul>
5	9/24	<b>Ch. 7: "Business-to-Business Marketing"</b> <ul style="list-style-type: none"> <li>B2B marketing and markets (pp. 140-144)</li> <li>Issues faced by online content providers with respect to "blocking" and blocking software (p. 141)</li> <li>Derived demand (p. 140-141)</li> <li>The B2B buying process (pp. 144-147). You will not be asked to list each step, but you understand what each step is about if prompted.</li> <li>Buying centers (pp. 147-149) and types of individuals involved.</li> </ul>
6	10/01	<b>Ch. 8: "Global Marketing"</b> <ul style="list-style-type: none"> <li>Purchasing power parity (PPP) (pp. 157-158)</li> <li>"Bottom of the pyramid" consumers (pp. 159-160)</li> <li>Sociocultural factors and Hofstede's Dimensions (pp. 153-154)</li> </ul>
7	10/08	<b>Ch. 10: "Marketing Research"</b> <ul style="list-style-type: none"> <li>Syndicated secondary data (pp. 209-210)</li> <li>Panel data (p. 210)</li> <li>Internal secondary data (pp. 210-212)</li> </ul>
8	10/15	<b>Ch. 9: "Segmentation, Targeting, and Positioning"</b> <ul style="list-style-type: none"> <li>Criteria for segment attractiveness (pp. 188-190)</li> <li>Value proposition (pp. 193-195)</li> <li>Perceptual mapping (pp. 197-199). You will <i>not</i> be asked to list each specific step but you should understand the idea and its applications.</li> </ul>
9	10/22	No assigned chapters
10	10/29	<b>Ch. 11: "Product, Branding, and Packaging Decisions"</b> <ul style="list-style-type: none"> <li>Product Mix and Lines; breadth vs. depth (pp. 226-228)</li> <li>Cannibalization (p. 227)</li> <li>Brands and their value (pp. 230-235)</li> <li>Brand equity (p. 232)</li> <li>Brand dilution (pp. 237-238)</li> <li>Brand repositioning (pp. 239-241)</li> <li>Primary vs. secondary packaging (pp. 241-242)</li> </ul> <b>Ch. 12 "Developing New Products"</b> <ul style="list-style-type: none"> <li>Market saturation and its implications (pp. 248-249)</li> <li>Pioneers and first movers</li> <li>Diffusion of innovation (pp. 251-257) <ul style="list-style-type: none"> <li>Adopter groups</li> <li>Diffusion theory (variables favoring and disfavoring adoption)</li> </ul> </li> <li>Lead users (pp. 260-261)</li> <li>Concept testing (p. 261)</li> <li>Premarket tests (p. 262)</li> </ul>
11	11/05	<b>Ch. 13: "Services: The Intangible Product"</b> <ul style="list-style-type: none"> <li>Characteristics of services (pp. 275-278)</li> <li>The Service Gaps Model (pp. 278-289)</li> </ul>

Week	Date	Chapters and issues
		<p><b>Ch. 15: “Supply Chain Management”</b></p> <ul style="list-style-type: none"> <li>• Channel conflict—vertical and horizontal (pp. 313-314)</li> <li>• Distribution centers vs. direct store delivery (323-336)</li> <li>• Cross-docking distribution centers (p. 337)</li> <li>• Floor ready merchandise (p. 337)</li> <li>• Ticketing and marketing (p. 337)</li> <li>• Lead time (p. 338)</li> <li>•</li> </ul> <p><b>Ch. 16: “Retailing and Omnichannel Marketing”</b></p> <ul style="list-style-type: none"> <li>• Supercenters and warehouse clubs (p. 348)</li> <li>• Share of wallet (p. 357)</li> </ul>
12	11/12	<p><b>Ch. 14: “Pricing Concepts for Establishing Value”</b></p> <ul style="list-style-type: none"> <li>• Price elasticity (pp. 301-303) (you will <i>not</i> be asked to do any calculations on exams)</li> <li>• Substitution effect (p. 304)</li> <li>• Complementary and substitute products (p. 305)</li> <li>• Break-even analysis (you will not be asked to do calculations, but you should understand the idea) (p. 306-308)</li> <li>• Competition conditions (pp. 308-309)</li> <li>• “Bait-and-switch” pricing (p. 314)</li> <li>• “Gray market” pricing</li> </ul>
13	11/19	<b>No assigned readings.</b>
14	11/26	<b>No assigned readings.</b>
15	12/03	<p><b>Ch. 17: “Integrated Marketing Communication”</b></p> <ul style="list-style-type: none"> <li>• AIDA model (pp. 368-371)</li> <li>• Measures of brand awareness (pp. 369-370)</li> <li>• Lagged effect (p. 371)</li> <li>• Gross rating points (pp. 377-378)</li> </ul> <p><b>Ch. 18: “Advertising, Public Relations, and Sales Promotions”</b></p> <ul style="list-style-type: none"> <li>• Push vs. pull strategies (pp. 386-387)</li> <li>• Metrics to assess advertising impact (pp. 396-398)</li> <li>• Puffery (p. 398)</li> <li>• Unique selling proposition (p. 379)</li> </ul> <p><b>Ch. 19: “Personal Selling and Sales Management”</b></p> <ul style="list-style-type: none"> <li>• Value added by personal selling (p. 409-410)</li> <li>• Personal selling process and stages (pp. 410-416)</li> <li>• Sales force structure (pp. 417-418)</li> <li>• Motivating and rewarding salespeople (pp. 420-422)</li> </ul>