Course Syllabus and Schedule

Instructor: Professor Gideon Nave  
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Please use the Canvas e-mail system for personal communication.  
For any questions regarding the assignments and class materials,  
please use Canvas public discussion boards.

Administrative Coordinator: Karen Ressler, resslerk@wharton.upenn.edu  
Teaching Assistant: Joy Lu, tonglu@wharton.upenn.edu  
Office Hours: Monday and Wednesday, by appointment

Recommended Text: Aaker, Kumar, Leone and Day (AKLD)  

Required Bulkpack: Please obtain. There are cases and assigned readings.

Software: JMP and Excel.

Course Website: Canvas.

Group Assignments:  
(i) There will be 5 group assignments due during the semester.  
(ii) All assignments are due hard-copy in class.  
(iii) Group formation is discussed below.

Guest Speakers: I will have 7 Guest Speakers during the semester.
Overview and Objectives

Firms have access to detailed data of customers and past marketing actions. Such data may include in-store and online customer transactions, customer surveys as well as prices and advertising. Using real-world applications from various industries, the goal of the course is to familiarize students with several types of managerial problems as well as data sources and techniques, commonly employed in making effective marketing decisions. The course would involve formulating critical managerial problems, developing relevant hypotheses, analyzing data and, most importantly, drawing inferences and telling convincing narratives, with a view of yielding actionable results.

Course Materials and Approach

In the course we will use a variety of readings, cases and computer-based exercises. The readings and complete list of cases are contained in the course bulkpack. Lecture notes and additional handouts will be made available throughout the semester. The readings and cases are designed to introduce concepts and principles. Please read the assigned reading and cases before coming to class.

The computer and data-based exercises are designed to give you hands-on experience with making effective marketing decisions.

Course Software

I will demonstrate statistical analyses using Excel or JMP. You are not required to do your assignments in these two software packages; however, I can’t promise you quality support if you choose a package that I do not know.
Assessment

Your final grade in the course will be based on class participation (case preparation and general contribution), written assignments, and a final examination. The evaluation is as follows:

A. Class Participation  5%
B. Group Assignments   50%
C. Final Examination (individual)  45%

Please note that no late assignments will be accepted. All written work is due on the specified date. The due dates for the assignments are listed on the course schedule. A more detailed outline of the evaluation procedure and requirements for A through C is included at the end of this document. Please refer to this detailed section before preparing for each assignment.

Group Formation

Students must organize themselves into groups of 3 to 5 people in order to do the group assignments.