

**Department of Industrial Engineering and Management Sciences  
Robert D. McCormick School of Engineering and Applied Science  
Northwestern University  
Fall Quarter 2015**

**COURSE:** 405 – Marketing Issues for Engineers

**TEXT:** Harvard Business School Case Packet: (HBS)  
<https://cb.hbsp.harvard.edu/cbmp/access/39765293>  
(PDF package you purchase from [www.hbsp.com](http://www.hbsp.com))  
*Breakthrough Marketing Plans* Tim Calkins, Palgrave Macmillan. 2012 (BMP)  
*Social Media Marketing: Using Facebook, Twitter, Youtube, Instagram And Tumblr To Grow Your Business, Be Successful And Boost Your Sales* Jason Roberts 2015 (SMM)  
(BMP available new, ebook, or used via [www.amazon.com](http://www.amazon.com))

**TIME:** Saturdays, 9:00-12:00

**LOCATION:** The Garage or Tech F281

**OFFICE:** Ford 1.221

**COURSE  
OVERVIEW:**

Most engineers think that marketing is more art than science and make things much more difficult than necessary. “A good product will sell” are pretty common words from an engineer. As we all know that is not the case. Our overall goal is to help you develop an in-depth understanding of marketing so that you can better partner with marketers going forward. This class should empower you to not just understand marketing but to allow you to challenge marketing strategies and insure in-market success.

We cannot transform you into a seasoned marketer in one class, but we do intend to expose you to a number of marketing concepts and challenges and allow you to figure out solutions.

The most successful companies build inter-disciplinary teams that include engineers and marketers. 405 will transform you into a more rounded engineer as well as help you better understand the challenge marketers face.

**STUDENT ROLE:** For you to spend the time reading, analyzing and writing up the cases, it is my responsibility to see that you get the most out of your efforts. I hope to create a classroom environment that is interesting and fun. Your participation in class is **CRITICAL** to accomplishing our goal. You should come prepared to discuss the assigned case. Rest assured that during the course of a three-hour class, you will be given the opportunity to share your thoughts with the rest of the class.

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**INSTRUCTOR ROLE:** We will abandon the traditional learning approach where the instructor lectures and you take notes. Believe it or not, you will learn from each other. My role as instructor is to facilitate the learning. You will do the majority of the talking. I will

be taking notes on the board to help provide a path through the case.

**GRADING:**

Your grade will be compiled from four different components:

|  |            |
|--|------------|
| <b>CLASS &amp; TEAM PARTICIPATION</b>    | <b>20%</b> |
| <b>WEEKLY CASE ANALYSES</b>              | <b>30%</b> |
| <b>GROUP MARKETING PLAN</b>              | <b>30%</b> |
| <b>GROUP MARKETING PLAN PRESENTATION</b> | <b>20%</b> |

Class and team participation will be graded based on quality versus quantity. I place high importance on comments that move the class discussion forward. Class attendance will be factored into your participation score. Participation in all team development exercises, like the project charter, is also factored into this grade. All class absences must be pre-approved.

Weekly case analyses are compilations of your thoughts on a particular case. Discussion questions that will serve as a basis for your analysis are posted on Canvas as assignment for each case. **YOU WILL WRITE YOUR ANALYSIS BASED ON ONE OF THESE DISCUSSION QUESTIONS THAT YOU CHOOSE.** The analyses will not exceed 2 pages double-spaced and are reviewed weekly. You must post your completed case analysis on Canvas.

For the group project, students will form groups of 3-5 and develop a complete marketing plan for a real business/product that will be selected in the first weeks of class. Most teams either focus on a company that a team member works for, a startup or a new product announcing at the 2015 Consumer Electronics Show. Within a 35-50 page paper, the team must develop a detailed marketing plan. On the final day of class, the team will provide a 15 minute presentation summarizing their plan.

**COURSE  
PREREQUISITE**

It is your responsibility to insure that you meet the prerequisites for this course.

**COURSE  
EXPECTATIONS**

This is a course in the Master of Engineering Management (MEM) Program at Northwestern University. In MEM courses students attend class, are on time for the class and course assignments, come prepared for class, participate fully in class discussion and activities, and generally conduct themselves in a professional manner appropriate for a selective professional program. Grade penalties may result from failure to adhere to these standards.

**FINAL THOUGHT**

Keep in mind that there is no right or wrong answer to a case. I am much more interested in how you think through the case problems.

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| <b>CLASS</b> | <b>OBJECTIVES</b>                          | <b>TOPIC AND ASSIGNMENT</b>  |
|--------------|--|--|
| 9/26         | <i>Evolution of Marketing</i>              | HBS NOTE: Note on Marketing Strategy<br>Readings on Google, Facebook, and Twitter<br>BMP: Introduction and Chapter 1-4<br>ASM: Chapter 1 |
| 10/3         | <i>Marketing Strategy &amp; Plans</i>      | HBS CASE: <b>Callaway Golf Company</b><br>LEAD: Mike Marasco<br>BMP: Chapter 5, 8 & 9-13<br>ASM: Chapter 2                               |
| 10/10        | <i>Market Customization &amp; Research</i> | HBS CASE: <b>Best Buy: Customer Centricity</b><br>LEAD: Mike Marasco<br>BMP: Chapter 6<br>ASM: Chapter 3                                 |
| 10/17        | <i>Competitive Analysis</i>                | HBS CASE: <b>Black &amp; Decker Corp (A): Power Tools</b><br>LEAD: Mike Marasco<br>BMP: Chapter 7<br>ASM: Chapter 4-5                    |
| 10/24        | <i>Products</i>                            | HBS CASE: <b>Amazon, Apple, Facebook, and Google</b><br>LEAD: Mike Marasco<br>BMP: Chapter 11<br>ASM: Chapter 6-7                        |
| 10/31        | <i>Branding</i>                            | HBS CASE: <b>Lenovo: Building a Global Brand</b><br>LEAD: Mike Marasco<br>HBS NOTE: Brands and Branding<br>ASM: Chapter 7-8              |
| 11/7         | <i>Positioning</i>                         | HBS CASE: <b>HTC in 2009</b><br>LEAD: Mike Marasco<br>ASM: Chapter 9-10  |
| 11/14        | <i>Pricing</i>                             | HBS CASE: <b>Virgin Mobile USA</b><br>LEAD: Mike Marasco<br>HBS NOTE: Principles of Pricing<br>LEAD: Mike Marasco<br>ASM: Chapter 11     |
| 11/21        | <i>The Future of Marketing</i>             | IVEY CASE: <b>Twitter</b><br>McKinsey: The Coming Era of 'on demand' Marketing on <i>Sales</i><br>LEAD: Mike Marasco<br>ASM: Chapter 12  |
| 11/28        |  | No Class-Thanksgiving Holiday  |
| 12/5         |  | Group Marketing Plan Presentations   |
| 12/9         |  | Marketing Plans Due  |