











Class Schedule
Marketing Engineering, International MBA
Fall 2003, Bar-Ilan University, Dr. Gila Fruchter

= Homework to turn in 

Week	Topics & Tools	Cases / Readings Due	Presentations
<p style="text-align: center;">26/2</p> <p>16:15 --17:30</p> <p>17:40 – 18:50</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Intro to Marketing Models <input type="checkbox"/> Syllabus Review <input type="checkbox"/> Software Overview <input type="checkbox"/> Tutorial for Conglomerate Inc. Promotional Analysis <input type="checkbox"/> Market Response Models <ul style="list-style-type: none"> ➤ How does nonlinear response affect allocation of resources? <input type="checkbox"/> Group Formation 	<ul style="list-style-type: none"> <input type="checkbox"/> LR, LR₂ Chapter 1 <input type="checkbox"/> T p.12 <input type="checkbox"/> LR, LR₂ Chapter 2 	
<p style="text-align: center;">5/3</p> <p>16:15 --17:30</p> <p>17:40 – 18:50</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Tutorial for Visual Response Modeling (Modeler) Software <input type="checkbox"/> Segmentation & Targeting <ul style="list-style-type: none"> ➤ How can market segments be identified and distinguished? ➤ Which segments offer the highest potential? Tutorial for Cluster Analysis 	<p>Conglomerate Inc. Promotional Analysis (CPA)</p> <ul style="list-style-type: none"> <input type="checkbox"/> Tp. 17, LR₂p.58 <input type="checkbox"/> T p.19 <input type="checkbox"/> LR, LR₂, Chapter 3 <input type="checkbox"/> T p. 31 	Group 1
<p style="text-align: center;">12/3</p> <p>15:45 --17</p> <p>17:10 – 18:20</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Positioning <ul style="list-style-type: none"> ➤ How do consumers perceive the brands in a market? ➤ How can a product differentiate itself on a key perceptual dimension? <input type="checkbox"/> Tutorial for Positioning Analysis 	<div style="text-align: center;"></div> <p>(CPA)</p> <p>Conglomerate Inc. Response Model Exercise (CRM)</p> <p>T p. 29, LR₂, p.60</p> <p>PDA Case</p> <p>T p. 40, LR₂, p.104</p> <ul style="list-style-type: none"> <input type="checkbox"/> LR, LR₂, Chapter 4 T p. 54 	Group 2 Group 3

<p>16/3 16:15 --17:30 17:40 – 18:50</p>	<ul style="list-style-type: none"> □ New Product Decisions <ul style="list-style-type: none"> ➤ Which of the available features should a new product include? □ Tutorial for Conjoint Analysis □ Forecasting the Sales of New Products □ Bass Model □ Tutorial for the Bass Model 	 (CRM)  (PDA) Infiniti G20 Case T p. 61, LR ₂ , p.142 □ LR, LR ₂ , Chapter 7 □ T p. 144 □ T p.169	<p>Group 4</p>
<p>26/3 15:45 --17 17:10 – 18:20</p>	<ul style="list-style-type: none"> □ Advertising Decisions <ul style="list-style-type: none"> ➤ How does the market respond to advertising? ➤ How should advertising dollars be allocated over time? □ Tutorial for Advertising Budgeting (ADBUDG) □ Pricing Decisions <ul style="list-style-type: none"> ➤ A microeconomic view □ Tutorial for Learning Curve Pricing (LEARNER) 	 (G20) Forte Hotel Design Exercise (FHD) T p.162, LR ₂ , p.272 Zenith High Definition Television Case (ZHDT) T p. 177, LR ₂ , p.277 □ LR, LR ₂ , Chapter 8 T p. 223 □ LR, LR ₂ ,Chapter 10 □ T. p.324	<p>Group 5</p> <p>Group 6</p>
<p>2/4 16:15 --17:30 17:40 – 18:50</p>	<ul style="list-style-type: none"> □ Temporal Price Discrimination □ Tutorial for Yield Management for Hotels □ Price Discrimination <ul style="list-style-type: none"> ➤ Quantity Discounts ➤ Block Tariffs 	 (FHD)  (ZHDT) Blue Mountain Coffee Case (BMC) T p. 230, LR ₂ , p.336 Price Planning for the Abcor2000 Exercise (PPA) T p. 327, LR ₂ , p.451 □ LR,LR ₂ , Chapter 10 T p.341-345	<p>Group 7</p> <p>Group 8</p>

<p>4/4 12:00 - 13:30</p>	<ul style="list-style-type: none"> ➤ Pricing Product Lines ➤ Bundling <p><input type="checkbox"/> Project Presentations</p>	 (BMC)  (PPA) <p>Forte Hotel Yield (Revenue) Management Exercise (FHYM) T p. 346, LR₂, p.455</p>	<p>Group 9</p> <p>Groups 1-2</p>
<p>6/4 16:15 --17:30 17:40 – 18:50</p>	<p><input type="checkbox"/> Project Presentations</p>	 (FHYM)	<p>Groups 3-9</p>