

MARKETING ENGINEERING

Bar-Ilan University, International MBA

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COURSE DESCRIPTION AND OBJECTIVES

This course deals with concepts, methods, and applications of decision modeling to address marketing issues such as segmentation, positioning, new product design, development and forecasting, advertising and promotion planning, pricing and product strategies. Unlike most marketing courses that focus on conceptual material, this course will provide skills to translate conceptual understanding into specific operational plans. Specifically, the course objectives are to:

- Help you understand how analytical techniques and computer models can enhance decision making by converting data and information to insights and decisions.
- Help you learn to view marketing phenomena and processes in ways that are amenable to decision making.
- Expose you to numerous examples demonstrating the value of the analytical approach to marketing decision making.
- Provide you with a software tool kit that will enable you to apply the modes and methods taught in the course to real marketing decision problems.

Each concept that we cover has a software implementation and a problem or case whose resolution can be enhanced through use of the software. The course is designed for students with some background in quantitative methods as well as some exposure to basic marketing concepts.

REQUIRED COURSE MATERIAL

LR: Lilien G.L. and Rangaswamy A., Marketing Engineering, 1998, Addison-Wesley Publishers Inc., NY.

T: Lilien G.L. and Rangaswamy A., Tutorial Marketing Engineering, 1998, Addison-Wesley Publishers Inc., NY. The tutorial book contains a CD-ROM of the Marketing Engineering software.

LR₂ : Lilien G.L. and Rangaswamy A., Marketing Engineering, 2003, Second Edition, Prentice Hall, NJ.

GRADING

Group homework	30%
Term project	40%
Presentation of assigned homework	10%
Term Project Presentation	10%
Class participation/attendance	10%

CLASS PARTICIPATION / ATTENDANCE

Class sessions will be devoted to probing, extending and applying the material in the text and the cases. It is your responsibility to be prepared for each session according to the class outline. You will benefit from belonging to a "study group" that meets and prepares for each session before class. You are expected to contribute to class discussions.

GROUP HOMEWORK / TERM PROJECT

The class will form 9 groups during the first week of class. These groups will complete the homework and the term project together. Group members are encouraged to prepare jointly for class discussions.

The objective of the term project is to provide you opportunity to apply what you learn to a real marketing issue of interest. As a first step, you have to select a project of interest to your group. I would encourage you to do the following:

Develop a model to address a specific marketing problem (segmentation, positioning, forecasting, etc.) facing a specific company, that is, to act as a marketing engineering consultant! An end product of this project should be an operational model in the form of a spreadsheet, or some other computer based tool. It is your responsibility to identify a suitable company and problem for this purpose. A possibility include contacting school alumni, or executives in companies nearby.

The write-up for each group should not exceed 1-2 double-spaced typed pages for the homework (a hard copy of a managerial summary of the case/exercise under study) and five double-spaced typed pages for term project (that requires a complete report). Appendices may be attached as necessary. In case you present the homework the appendices should include a hard copy of your visuals.

Each group will be assigned the responsibility for presenting one homework and the term project for the class. The presentation assignments are listed in the class schedule. The presentation should not exceed half an hour. Class discussion should reinforce common ideas, critique potential problems, and offer additional insights to the presentation by the presentation group.