

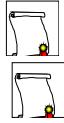
Class Schedule
Marketing Engineering, International MBA
Fall 2003, Bar-Ilan University, Dr. Gila Fruchter



= Homework to turn in

Week	Topics & Tools	Cases / Readings Due	Presentations
26/2 16:15 --17:30 17:40 – 18:50	<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 	
5/3 16:15 --17:30 17:40 – 18:50	<ul style="list-style-type: none"> <input type="checkbox"/> Tutorial for Visual Response Modeling (Modeler) Software <ul style="list-style-type: none"> <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? <input type="checkbox"/> Tutorial for Cluster Analysis 	<p>Conglomerate Inc. Promotional Analysis (CPA)</p> <ul style="list-style-type: none"> <input type="checkbox"/> Tp. 17, LR₂ p.58 <input type="checkbox"/> T p.19 <input type="checkbox"/> LR, LR₂, Chapter 3 <input type="checkbox"/> T p. 31 	Group 1
12/3 15:45 --17 17:10 – 18:20	<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 	<p> (CPA)</p> <p>Conglomerate Inc. Response Model Exercize (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 <input type="checkbox"/> T p. 54 	Group 2 Group 3

16/3 16:15 --17:30 17:40 – 18:50	<ul style="list-style-type: none"> <input type="checkbox"/> New Product Decisions <ul style="list-style-type: none"> ➤ Which of the available features should a new product include? <input type="checkbox"/> Tutorial for Conjoint Analysis <input type="checkbox"/> Forecasting the Sales of New Products <input type="checkbox"/> Bass Model <input type="checkbox"/> Tutorial for the Bass Model 	 (CRM)  (PDA) Infiniti G20 Case T p. 61, LR ₂ , p.142	Group 4
26/3 15:45 --17 17:10 – 18:20	<ul style="list-style-type: none"> <input type="checkbox"/> Advertising Decisions <ul style="list-style-type: none"> ➤ How does the market respond to advertising? ➤ How should advertising dollars be allocated over time? <input type="checkbox"/> Tutorial for Advertising Budgeting (ADBUDG) <input type="checkbox"/> Pricing Decisions <ul style="list-style-type: none"> ➤ A microeconomic view <input type="checkbox"/> Tutorial for Learning Curve Pricing (LEARNER) 	 (G20) Forte Hotel Design Exersize (FHD) T p.162, LR ₂ , p.272	Group 5
2/4 16:15 --17:30 17:40 – 18:50	<ul style="list-style-type: none"> <input type="checkbox"/> Temporal Price Discrimination <input type="checkbox"/> Tutorial for Yield Management for Hotels <input type="checkbox"/> 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	Group 7
		<ul style="list-style-type: none"> <input type="checkbox"/> Price Planning for the Abcor2000 Exercize (PPA) T p. 327, LR₂, p.451 <input type="checkbox"/> LR,LR₂, Chapter 10 T p.341-345 	Group 8

<p>4/4 12:00 - 13:30</p>	<p>➤ Pricing Product Lines ➤ Bundling</p> <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>