



**UNIVERSITY OF ALBERTA**  
**ALBERTA SCHOOL OF BUSINESS**

**Department of Marketing, Business Economics, and Law**

**MARKETING 472/B1 - PRODUCT MANAGEMENT AND PRICING**

**WINTER SESSION 2021 COURSE SYLLABUS**

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Professor: Webb Dussome

Office: BUS 1-29A

Phone: (780) 492-0675

Class location: on line delivery

Time: MWF 12:00 - 12:50 (Mountain Time)

Pronouns: he/him

E-Mail: [wdussome@ualberta.ca](mailto:wdussome@ualberta.ca) (Mon.-Sat.)

Website: <https://eclass.srv.ualberta.ca/portal/>

Office hours (via Zoom): MWF: 10-11, or by appointment

### **Course Overview**

Marketing 472 is a course that deals with two of the 4 'P's' in the marketing mix – pricing and product. The importance of these two topics to business is obvious. They are arguably the most important of the four Ps because, put simply, price is what an organization receives from customers in return for its products.

### **Learning Objectives**

Upon completion of the product management section of the course, you will have developed the following course specific skills or knowledge:

1. Gained an understanding of the roles and responsibilities of a 'typical' product manager.
2. Developed the tools that allow a product manager to be successful, by incorporating the following topics:
  - brand equity – what it is, why it is important, how to develop and manage it, how to measure it
  - metrics/analytics – what the relevant ones are, and how to use them effectively

- product category analysis – including the use of a framework to better understand the attractiveness of product categories
- digital relevance – what it is, what is required
- environmental sustainability – as a key for future competitive advantage, and for full consideration of a triple bottom line

3. Developed sound product strategies, based on the application of the tools outlined in (2) above.

Upon completion of the pricing section of the course, you will have developed the following course specific skills or knowledge:

1. Understood the concept of value in pricing – how to create, communicate, and manage it
2. Understood what costs are relevant in pricing decisions.
3. Calculated economic value, and understood its role in making informed pricing decisions.
4. Developed pricing policies, keeping in mind the relationship between pricing and the other relevant issues facing the organization.
5. Understood the key segmentation issues that pricers should consider in their pricing strategies.
6. Understood the process of setting prices, as part of an integrated framework.

As a senior marketing course, another key objective is to facilitate the application of course concepts to contemporary market planning and decision making.

### **Learning Goals**

This course incorporates the learning goals of the BCom Program, in particular Critical Thinking, Quantitative Skills and Written Communications.

## Course Materials

For Product Management: *Strategic Brand Management, 5<sup>th</sup> edition* by Kevin Keller and Vanitha Swaminathan, 2019. You can purchase the book using this link.

<https://console.pearson.com/enrollment/rdi6de>

For Pricing: *The Strategy and Tactics of Pricing: A guide to growing more profitably*, by Thomas T. Nagle and Georg Müller. New York: Routledge, 2017 ISBN 978-1-138-73751-8. There are three free online licenses for this book that are available through the University of Alberta library system.

You will also need a web cam.

## Evaluation

Final grading in this class is done on the basis of individual student achievement of the course and program outcomes. These outcomes are measured by the following assessments:

- Assignments – 40%

Product Management (25%): Assesses written communication, critical thinking, research skills, and understanding of tasks typically undertaken by a product manager.

Pricing (15%): Assesses written communication, critical thinking, and quantitative skills, and grasp of material in first half of the pricing section of the course.

- Exams - 60%

Product Management (25%): Assesses written communication, critical thinking, and understanding (and application) of material in the first half of the course.

Pricing (35%): Assesses written communication, critical thinking, and quantitative skills, and understanding (and application) of material in the second half of the course.

In determining the student's final grade, the instructor will consider the student's overall individual course performance in an absolute sense, and also each student's

performance relative to his/her peer's performance. Final grades are assigned based on grouping students with similar marks.

- **Exams**

There will be one exam for each topic in the course. The exams are not cumulative in their coverage. Each exam will be open book, and will take place at the times specified by this course outline or the University's exam schedule.

Students who are unavailable for the midterm (product management) exam will write a cumulative three hour final exam that will cover both the product management and pricing sections of the course.

- **Assignments**

There will be one assignment for each topic in the course. These assignments are included in this syllabus.

Please hand in the assignments on the date they are due. If students have not made previous arrangements with the instructor, assignments will be penalized at 50% for each day they are late.

### **Academic Integrity**

From: <https://www.ualberta.ca/governance/resources/policies-standards-and-codes-of-conduct/code-of-student-behaviour.html>

The University of Alberta is committed to the highest standards of academic integrity and honesty. Students are expected to be familiar with these standards regarding academic honesty and to uphold the policies of the University in this respect. Students are particularly urged to familiarize themselves with the provisions of the Code of Student Behaviour (online at <https://www.ualberta.ca/governance/resources/policies-standards-and-codes-of-conduct/code-of-student-behaviour>) and avoid any behaviour which could potentially result in suspicions of cheating, plagiarism, misrepresentation of facts and/or participation in an offence. Academic dishonesty is a serious offence and can result in suspension or expulsion from the University.

## **University Policy on Course Outlines**

From:

[http://calendar.ualberta.ca/content.php?catoid=6&navoid=806#Evaluation\\_Procedures\\_and\\_Grading\\_System](http://calendar.ualberta.ca/content.php?catoid=6&navoid=806#Evaluation_Procedures_and_Grading_System)

Policy about course outlines can be found in Section 23.4(2) of the University Calendar, at <http://www.registrar.ualberta.ca/calendar/Regulations-and-Information/Academic-Regulation/23.4.html#23.4>

## **Recording of Lectures**

From: <https://www.ualberta.ca/centre-for-teaching-and-learning/teaching-support/learning-environments/remote-teaching/implementation/zoom.html>

Please note that class times for this course will be recorded. Recordings of this course will be used for the purposes of asynchronous learning, and will be disclosed to other students enrolled in this section of the class.

Students have the right to not participate in the recording and are advised to turn off their cameras and audio prior to recording; they can still participate through text-based chat. It is recommended that students remove all identifiable and personal belongings from the space in which they will be participating.

Recordings will be made available until the end of term, and stored on the Google Drive. Please direct any questions about this collection to the professor of this course (contact information is in this syllabus).

Student or instructor content, digital or otherwise, created and/or used within the context of the course is to be used solely for personal study, and is not to be used or distributed for any other purpose without prior written consent from the content author(s).

## **Attendance**

From: <http://calendar.ualberta.ca/content.php?catoid=6&navoid=806#Attendance>

Since presence at lectures, participation in classroom discussions, and the completion of assignments are important components of most courses, students will serve their interests best by regular attendance. Those who choose not to attend must assume whatever risks are involved. In connection to this students should review the following sections.

The University recognizes that occasionally life events occur that require a student to miss term work, term examinations, or final examinations. However, excused absences are not granted automatically and will be considered only for acceptable reasons such as incapacitating mental and/or physical illness, severe domestic affliction, or for circumstances as described in the University's Discrimination, Harassment and Duty to Accommodate Policy (including religious belief). This policy is available on the University of Alberta Policies and Procedures Online (UAPPOL) website at <https://policiesonline.ualberta.ca>. A multi-faith calendar is available at [www.registrarsoffice.ualberta.ca/Calendar/Academic-Schedule.aspx](http://www.registrarsoffice.ualberta.ca/Calendar/Academic-Schedule.aspx).

Unacceptable reasons include, but are not limited to personal events such as vacations, weddings, or travel arrangements. When a student is absent without acceptable excuse, a final grade will be computed using a raw score of zero for the work missed. Any student who applies for or obtains an excused absence by making false statements will be liable under the Code of Student Behaviour. Students should consult their Faculty for detailed information and requirements.

### **Course Structure**

This is a blended learning course. Therefore, students can expect to complete some course work on their own, which will then be discussed in the lectures. Hence, there will be no lectures on certain days during some weeks. This blended learning course work will be made available through eClass as the term progresses.

To be most effective, students should be prepared to review notes from classes and to keep pace with readings. Notes posted on eClass make up only one part of the course material. Discussions in class will often exceed the posted notes. Examinations and assignments will contain any and all material discussed in class.

### **Course Schedule**

The following schedule is provided as a general guideline. Depending on the flow of the course it could change slightly, so students should keep current on in class activities.

#### **Product Management:**

<u>Date</u>	<u>Topic</u>
Jan 11/13/15	Course Introduction, Lehmann Chapter 4 - Category Attractiveness Analysis (posted on eClass site)
Jan 18/20/22	Customer Based Brand Equity (ch. 2 of Keller)

Jan 25/27/29	Brand Resonance and the Brand Value Chain (ch. 3 of Keller)
Feb 1/3/5	Designing Marketing Programs to Build Brand Equity (ch. 5 of Keller), Key Issues for Branding in the Digital Era (ch. 7 of Keller) <b>Product Management Assignment Due on February 5</b>
Feb 8/10/12	Sustainable Branding*, New Product Development (see slides on eClass), Developing a Brand Equity Measurement and Management System (ch. 8 of Keller)

\* You should read this document as a backgrounder to this class.

[http://www.millwardbrown.com/Libraries/MB\\_POV\\_Downloads/MillwardBrown\\_POV\\_Brand\\_Sustainability.sflb.ashx](http://www.millwardbrown.com/Libraries/MB_POV_Downloads/MillwardBrown_POV_Brand_Sustainability.sflb.ashx)

Feb 15/17/19	Reading Week, no classes
Feb 22/24/26	Measuring Sources of Brand Equity (ch. 9 of Keller), Product and Portfolio Management/Metrics (ch. 4 of Farris on eClass, start)
Mar 1/3	Product and Portfolio Management/Metrics (ch. 4 of Farris, finish), Exam Review
Mar 5	<b>Product Management Exam</b>
<b>Pricing:</b>	
Mar 8/10/12	Pricing Chapter 1
Mar 15/17/19	Chapters 2 and 3
Mar 22/24/26	Chapters 7 and 4 (start)
Mar 29/31	Chapters 4 (finish) and 9 <b>Pricing Assignment Due on March 31</b>
Apr 2, 5	Easter Weekend, no classes
Apr 7/9	Chapters 5 and 6
Apr 12/14/16	Chapter 11, Exam Review

## MARK 472-PRODUCT MANAGEMENT ASSIGNMENT – WINTER 2021

**This assignment is due on eClass at 12 noon (Mountain Time) on February 5 and is worth 25% of your overall course mark. Successful completion will require an in depth use of the applicable chapters of the course textbook, your product management class notes, and relevant secondary research sources.** The following web site (also loaded on eClass) will be helpful in the completion of this assignment:

<http://guides.library.ualberta.ca/mark472-664>

Find an advertisement (not a video or photograph) for one brand of your choosing, and then answer the following questions:

- 1./ Analyze the brand's current position in terms of its key points-of-parity and points-of-difference. (2%) Ensure your answer is based on the product/brand in the ad, and not the overall brand/parent company.
- 2./ Could this brand's category be considered attractive? To complete this question, you will need to complete a category attractiveness analysis (see figure 4.11 from Lehmann chapter 4 posted on the eClass site), and to provide a summary based on this analysis. (8%)
- 3./ Analyze the equity of this brand based on the brand resonance chapter, and then make suggestions as to how the brand's manager could improve their present situation. It is critical that your answer demonstrates your knowledge of the concepts discussed in that chapter. You will need to be very specific in your analysis, and use secondary data to support your answer. (10%)
- 4./ As the manager of this product, discuss how you could better carry out your key responsibilities in 2021. (5%)

Notes:

(a)/ You are to work independently of others on this assignment. Secondary data that supports your analysis is expected, and students are required to carefully reference all of their sources in this assignment (improper referencing will result in a loss of at least 1% in your mark). For a guide to referencing format, students can find guidance on APA (American Psychological Association) formatting at:  
<http://guides.library.ualberta.ca/apa-citation-style>

(b)/ You are limited to six pages, double-spaced (12 point font) for your write-up, ignoring exhibits (exhibits should only include your ad, a reference list, and a completed category attractiveness analysis table). Please note that the instructor will not read information beyond the six page maximum, and will penalize papers where the font is less than 12 point and/or the spacing is less than double.

(c)/ Your assignment will be graded based on the following criteria.

- i./ Depth of understanding of relevant course concepts, and your ability to effectively integrate them into your assignment.
- ii./ Ability to generate informed discussion and analysis based on information from the course and other quality secondary resources.
- iii./ Quality and quantity of your references.
- iv./ Overall organization of the paper in terms of grammar, punctuation, etc.

## MARK 472 - PRICING ASSIGNMENT – WINTER 2021

**This assignment is due on eClass at 12 pm (Mountain Time) on Wednesday March 31, and is worth 15% of your overall course mark.**

1./ Northern Manufacturing has developed a new type of digital audio system that is easier to install and produces better sound than the audio systems now in use. Standard audio systems now sell to automobile manufacturers for \$50.00 each. The labour cost to install them is \$30.00 each. The new audio systems take 10% less time to install with the resulting labour cost of \$27 per system. Marketing research performed by Northern has determined that car buyers would be willing to pay \$100.00 more for a car equipped with the new audio system. Since car manufacturers normally earn a 100% mark-up on the parts they buy, this equals an added profit of \$50.00 per car for the current systems. The cost to Northern to produce the new audio system is \$30.00. (5% total)

a./ What is the economic value of the new audio system to automotive manufacturers? Justify your answer. (3%)

b./ Would you charge your customers a price equal to the economic value calculated in part (a)? Why or why not? (2%)

c./ As this product is being marketed to a large B2B buyer, what recommendations would you make to ensure that Northern's pricing policy is effectively managed? (2%)

2./ Please read the Freedom Mobile article from:

<http://nationalpost.com/telecom/shaw-diverts-from-big-three-in-iphone-pricing-freedom-mobile-to-sell-iphone-x-for-0-upfront/wcm/46319ab2-7c73-4988-b1fd-4179646dc67d>

and then answer the following questions. (8% total, two pages maximum)

a./ How should Freedom's competitors respond to their pricing strategy? (2%)

b./ Develop a value communication strategy for Freedom for these data plans. Justify your answer. (4%)

c./ Would the use of segmentation fences be appropriate for Freedom? Support your answer. (2%)

Notes:

(i)/ You are to work independently of others on this assignment.

(ii)/ You are limited to three pages, double-spaced (12 point font) for your write-up, ignoring exhibits. Please note that the instructor will not read information beyond the three page maximum, and will penalize papers where the font is less than 12 point and/or the spacing is less than double.

(iii)/ Your assignment will be graded based on the following criteria.

- Depth of understanding of relevant course concepts, and your ability to effectively integrate them into your assignment.
- Ability to generate informed discussion and analysis based on information from the course.
- Overall organization of the paper in terms of grammar, punctuation, etc.