

Judy Hopelain

jahopelain@berkeley.edu

<http://facultybio.haas.berkeley.edu/faculty-list/hopelain-judy/>

Office Hours: Thursdays, 1:00-2:30pm in Haas Faculty Building Room 502M

Required Reading: UGBA10 Principles of Business Fall 2018, Pearson; **Articles:** #6, #7 and #8

Key Dates: Module: Feb 27 – Mar 15; Review Session Mar 13, 6-8 pm; Exam Mar 15, 8-9am

Module GSI Subject Matter Experts: Jose Becerra & Vincenzo Elifani

Lecture

#	Date	Topic	Assigned Reading BEFORE that day's lecture	
			Page #	Chapter Subheadings
0	Mon, Feb 25	Discussion Section prep	Study.Net Reader Article #6- "Inside the Binge Factory: How Netflix Swallowed the TV Industry," <u>Vulture</u> , 6/10/18	
1	Wed, Feb 27	Marketing & Understanding Customers	Custom Textbook: 148-154	"Creative Customer Value & Engagement" thru "Markets"
2	Fri, Mar 1	Strategy Sets the Context	Custom Textbook: 159-169	"Engaging Customers.." thru "Building the Right..."
			192-200	"Company-wide Strategic Planning" thru "Developing Strategies.."
3	Mon, Mar 4	The Challenge of Brand Relevance	Study.Net Reader Article - "Pulling the Right Levers at Nestle," <u>Food Business News</u> , 8/15/18	
4	Wed, Mar 6	Marketing Strategy & Planning	Custom Textbook: 200-205	"Planning Marketing: Partnering..." thru "Marketing Differentiation and Positioning"
			Study.Net Reader Article #7	"Brand Positioning Statements," UVA-Darden Business Case, 1/20/12
5	Fri, Mar 8	Driving Customer Behavior	Custom Textbook: 205-211	"Developing an Integrated..." thru "Marketing Implementation"
6	Mon, Mar 11	Measuring Results	Custom Textbook: 211-213	"Marketing Department Organization" thru "Key Terms"
			228-247	"Developing Marketing Information" thru "Netflix Streams Success"
7	Wed, Mar 13	Managing a Portfolio of Brands	All Marketing module articles on Study.Net to illustrate key brand architecture concepts	

Discussion Section

Week of	Discussion Topics	Assigned Reading BEFORE Section
2/25	Apply key Marketing frameworks and concepts to Netflix and Heineken	Study.Net Reader Article #6 - "Inside the Binge Factory: How Netflix Swallowed the TV Industry," <u>Vulture</u> , 6/10/18
3/4	Apply key Marketing frameworks and concepts to Nestle	Study.Net Reader Article #8 - "Pulling the right levers at Nestle," <u>Food Business News</u> , 8/15/18
3/11	Prep for Module 2 Exam	
3/13	REVIEW SESSION – 6-8pm - 2050 VL5B	