

Judy Hopelain

[jahopelain@berkeley.edu](mailto:jahopelain@berkeley.edu)

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

**Office Hours:** Mondays, 2:00-3:30pm via zoom: <https://berkeley.zoom.us/j/9833736466>

**Required Reading:** UGBA10 Principles of Business Fall 2018, Pearson; **Articles:** #9, #10 & #11

**Exam:** April 10, 8-9am

**Module GSI Subject Matter Experts:** Daniela Iturriaga & Jessica Slocovich

### Recordings & Attendance:

- o **Lectures** for this module will be recorded and links to each lecture recording in Zoom will be posted the afternoon of the lecture in that week's bCourses Module. Attendance will not be taken in lecture but you are invited to attend: <https://berkeley.zoom.us/j/9833736466>
- o **Section** will not be recorded, and attendance will be taken

### Lecture Plan

#	Date	Topic	Assigned Reading BEFORE that day's lecture	
			Page #	Chapter Subheadings
1	Mon, Mar 16	Marketing & Understanding Customers	Custom Textbook: 148-154	"Creative Customer Value & Engagement" thru "Markets"
			Custom Textbook: 159-169	"Engaging Customers" thru "Building the Right..."
2	Wed, Mar 18	Strategy Sets the Context	Custom Textbook: 192-202	"Company-wide Strategic Planning" thru "Partnering with Others..."
3	Fri, Mar 20	The Challenge of Brand Relevance	No reading assigned	
4	Mon, Mar 30	Marketing Strategy & Planning	Custom Textbook: 202-205	"Planning Marketing: Partnering..." thru "Marketing Differentiation and Positioning"
			Study.Net Reader Article #10	"Brand Positioning Statements," UVA-Darden, 1/20/12
5	Wed, Apr 1	Marketing Strategy & Planning (cont'd)	No readings assigned	
		Driving Customer Behavior	Custom Textbook: 205-211	"Developing an Integrated..." thru "Marketing Implementation"
6	Fri, Apr 3	GUEST SPEAKER: Netflix	No assigned reading	
7	Mon, Apr 6	Measuring Results	Custom Textbook: 211-213	"Marketing Department Organization" thru "Key Terms"
			Custom Textbook: 228-247	"Developing Marketing Information" thru "Netflix Streams Success"
8	Wed, Apr 8	Managing a Portfolio of Brands	No new reading assigned	



**Discussion Section**

<b>Week of</b>	<b>Discussion Topics</b>	<b>Assigned Reading BEFORE Section</b>
3/16	Apply key Marketing frameworks and concepts to Microsoft	Study.net Article #9: "Microsoft 2018 Letter to Shareholders, Customers, Partners and Employees"
3/30	Positioning Microsoft	Study.net Article #10: "Brand Positioning Statements", UVA-Darden, 1/20/12
4/6	<ul style="list-style-type: none"><li>• Marketing Sustainability</li><li>• Prep for Module 3 Exam</li></ul>	Study.net Article #11: "Vogue Italia Will Not Use Photo Shoots in January Issue to Make Statement About Sustainability", <i>Independent</i> , 1/3/20
	<b>Review Session logistics - TBD</b>	