



RESIDENTIAL COURSE IN CONTEMPORARY APPLIED MARKETING

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Course Description

Welcome! What would you share with the world if you were an expert marketer? Would you launch your dream business? Would you help someone else launch theirs? Would you redo the marketing plan for your current organization? All too often we see marketing as complicated and mysterious, and that prevents us from sharing great ideas, products and/or organizations with the world.

This course will provide students with the keys to sharing important information to large audiences of ideal customers. In other words, this course will teach students the core principles of contemporary applied marketing. This residential is open to students of all marketing levels. In the past, advanced students have discovered more efficient and streamlined strategies for marketing management and CMO roles, and beginners have built a foundation in marketing to become more well-rounded managers.

This course will focus on my framework for applied marketing that I call the “Four C’s” of marketing implementation (curate, create, convert, conceptualize). Focus will be on B2C (business-to-consumer), with some B2B (business-to-business) examples provided. Videos, case studies, readings, and speakers will enhance the learning experience.

Curate: Students will first be introduced to the contemporary marketing landscape and evolution of the marketing industry. Students will learn strategies to position organizations for optimal growth.

Create: Instruction in applied branding, content marketing, and consumer-brand interaction will build upon the “curate” section of the course.

Convert: Instruction will be provided about how to use online marketing tools and technology (martech) and traditional media tools to disseminate marketing assets. Students will outline a minimarketing calendar during an in-class workshop.

Conceptualize: Instruction will be provided about how to figure out which marketing and digital trends and tools are up-and-coming and how to prepare for their use.

Course Materials

- a) **Syllabus:** Course mechanics and detailed instructions for all assignments are detailed in this syllabus. All assignments should be uploaded to 2U according to their deadlines.

- b) **2UCD Portal.** I will use 2UCD to make announcements via email. All assignments, templates, and announcements to support this course will be posted on 2UCD. I will post lecture slides in the Toolbox section 48 hours prior to the start of the Residential.
- c) **Reading.**
- i. **Book:** Launch (Updated & Expanded Edition) by Jeff Walker. Hay House Publishing, ISBN: 9781401960230
*Note: This book is not a traditional textbook. Please **quickly skim** indicated chapters in the class schedule for concepts and ignore “get rick quick” or spin type language. We will use this as a reference for timing marketing campaigns and using persuasive strategies.*
 - ii. **HBR Textpak.** A link to the Harvard Coursepack will be posted to 2UCD. Items will be referenced with **[HBS]**.
 - iii. **Library.** Linked items are available online or through the UC Davis library. If noted with **[VPN]**, some links will need to be accessed from on campus or by using the [library VPN](#). Some items will need to be searched for directly. The link will take you to main the database page of the journal. Click on “Search within this publication” and then search for “AN [Insert number]” in the second field.

Readings are listed in the order in which they appear in the course:

Academic Session I:

- HBR Article: Kim and Mauborgne. [Blue Ocean Strategy](#) October 2004. **[Needs VPN, search for, AN 14599913]**
- HBR Article: Kim and Mauborgne. [Blue Ocean Strategy: From Theory to Practice](#) 2005. HBS CMR312 **[Needs VPN]**
- HBR Case: Olenick, supervised by Kim and Mauborgne. **Nintendo Switch: Switching from Market-Competing to Market-Creating Strategy** 2019. HBS IN1575 **[HBS]**
- HBR Case: Kim, Koo, and Mauborgne. **Drybar (A): The American Beauty Salon Industry in 2008.** 2016. IN1246 **[HBS]**
- HBR Case: Kim, Koo, and Mauborgne. **Drybar (B): No cuts. No Color. Just Blowouts!** 2016. HBS IN1247. **[HBS]**

Academic Session II & III:

- HBR Article: Gosline, Lee, and Urban. [The Power of Consumer Stories in Digital Marketing](#) 2017. HBS SMR615 **[Needs VPN]**
- HBR Article: Berger. [How to Persuade People to Change Their Behavior](#), 2020. HBS H05KK7 **[Needs VPN]**
- HBR Article: Cornfield. [Designing Consumer Journeys for the Post-Pandemic World](#), 2021. HBS H06BC3 **[Needs VPN]**
- Hubler, Shawn. [A California University Tries to Shield an Entire City from Coronavirus](#), The New York Times, February 8, 2021. or, through the library,

<https://www.proquest.com/newspapers/university-tries-bring-entirecity-into/docview/2483664679/se-2?accountid=14505> [Needs VPN]

Academic Session IV:

- HBR Article: braham and Edelman, [Customer Experience in the Age of AI](#). 2022. HBS R2202H [Needs VPN]
- HBR Article: Abraham and Edelman, [Generative AI Will Change Your Business. Here's How to Adapt](#). 2023. HBS Reprint H07KSV [Needs VPN]

Course Requirements

This course is graded on a Pass/Fail basis. To pass the course, students must complete the following assignments, detailed throughout the syllabus. Assignments will be graded on the following scale and students will pass the course by achieving an 80% or above in the course:

97-100%: A+: A premium grade, awarded in rare instances when a student has performed far above the standard expected for a class.

93-96%: A: Awarded to students for outstanding performance, well above the standard for completion of the class.

90-92%: A-: Awarded to students for strong performance, above the standard for completion of the class.

87-89%: B+: Awarded to students who have fully met all the requirements of the class.

83-86%: B: Awarded to students who have met all the requirements of the class.

80-82%: B-: Given to students whose performance in a class has been deficient but exhibits basic understanding of the material.

Note: I round down when a fractional percentage is less than or equal to .4. I round up when a fractional percentage is less than or equal to .5.

Assignment Descriptions

Assignment 1: Introductory Note (5%). Due July 28

In a Word document, please send the following:

- 1) Name
- 2) Program
- 3) Year in program
- 4) Job and company or desired job and company
- 5) Why you are taking this residential/what you hope to learn in this residential
- 6) Fun fact about yourself

Assignment 2: Case Write-Up (25%). Due July 28

Using the readings, Blue Ocean Strategy, and Blue Ocean Strategy: From Theory to Practice in partnership with *either* the Drybar (A) and (B) cases *or* the Nintendo case, please answer the following questions to describe how Drybar or Nintendo established itself as a Blue Ocean company. <500 words. Please use question numbers in your answers and be brief.

Example: 1) Drybar eliminated _____, _____, and _____ to establish itself as a Blue Ocean company.

2) Drybar reduced _____, _____, and _____ to establish itself as a Blue Ocean Company... etc. etc.

- 1) Which beauty salon industry factors did DryBar/Nintendo **eliminate** to position itself away from the competition as a Blue Ocean company?
- 2) Which beauty salon industry factors did DryBar/Nintendo **reduce** well below the industry standard to position itself away from the competition as a Blue Ocean company?
- 3) Which beauty salon industry factors did DryBar/Nintendo **raise** well above the industry standard to position itself away from the competition as a Blue Ocean company?
- 4) Which beauty salon industry factors did DryBar/Nintendo **create** to position itself away from the competition as a Blue Ocean Company?

Assignment 3: Business Concept Description (5%). Due July 28

Using ChatGPT, create a description of a business (real or made up) and its core competencies in 500 words or less. **Do not** edit the response that Chat GPT gives you.

Note: The more specific the question and description that you type into ChatGPT, the better the output will be. Again... no editing... I will teach you editing strategies in class.

Website: chat.openai.com

Assignment 4: Digital Ad or Influencer Screenshot (10%). Due July 28

Please submit a Word document with a screenshot of a digital ad or influencer post that caught your attention or led you to make a purchase. In 250 words or less, please describe the main reason(s) the ad led you to make a purchase. We will use these examples for class discussion.

Assignment 5: Concept Description Revision and Mini Marketing Calendar (25%). Due in class

In class, students will be given instructions for revising their ChatGPT business description and creating a mini marketing calendar based on their "core content."

Assignment 6: Class Participation (30%). Due in class

Students must be present in all sections of class and make meaningful contributions to class discussions and workshops.

Class Behavior and Operations

Academic Conduct and Integrity:

I am honored to work with students of high integrity, honesty, and collegialism. All students in the University of California system are expected to uphold these brand values, and it shows. Please regularly review and make sure you are well-versed in the [Code of Academic Conduct](#). I take all violations of this Code of Conduct extremely seriously. Namely plagiarism, misplaced collaboration, or cheating will not be tolerated. Please talk to me if you have any questions about how to interpret the content of this document and thank you for upholding the values that we all hold dear at the UC Davis Graduate School of Management.

Learning Safety and Principles of Community:

In order to facilitate a learning environment where all students feel safe to grow, it is expected that all students treat each other with respect and dignity, encouraging learning, sharing, and new ideas. In both this program and in business, this is essential to drive innovation, discovery, and creativity forward. To ensure that our learning environment in the classroom remains safe and collaborative, it is not acceptable behavior to insult, harass, or demean any member of the class. Professional business behavior should be modeled in the classroom and differences should be celebrated as a way to counteract blind spots come to complete solutions of business problems.

All students are required to adhere to the UC Davis Principles of Community, [linked here](#). Please review this document so that you can be as collaborative as possible and an upstander in driving productive discussion forward.

Student Accommodations:

UC Davis is committed to educational equity in the academic setting, and in serving a diverse student body. All students who are interested in learning how disabilities are accommodated can visit the Student Disability Center (SDC). If you are a student who requires academic accommodations, please contact SDC directly at sdc@ucdavis.edu or 530-752-3184. If you receive an SDC Letter of Accommodation, submit it to your instructor for each course as soon as possible, at least within the first two weeks of the course.

Engagement, Discussion, and Growth Mindset

Engagement and discussion will be significant learning tools for this course. Students are expected to be focused on the discussion at all times and to participate as much as possible. Use of devices (smartphones, laptops, etc.) is permitted, as long as they are being used to find examples that enhance class discussion and activities.

5. Marketing is a dynamic and complex field and when practiced properly can introduce new perspectives, change behavior, and even change the world. In marketing, we never reach a point where we are “done.” There are always new ways to craft a message and different ways to deliver a strategy to strengthen and grow a company. As such, students should come open to learning new ideas and strategies and push themselves to go deeper during our discussions. I will always celebrate a willingness to take chances and make new connections.

Above all, I hope that you are prepared to have some fun and be amazed at the ideas they can produce when given the right tools and frameworks. Marketing is one of my great passions in life and I hope it rubs off on those I teach!

Course Schedule

Friday, 12:00-1:00 p.m.

Registration and lunch

Residential Academic Session 1: Curate

Schedule:

Friday, August 4, 1-2:50 p.m.

Class Introductions: Vanessa Errecarte

Contemporary Marketing Landscape: Vanessa Errecarte

Friday, August 4, 3:00-3:50 p.m.

An Alternative Framework to the Competitive Landscape: Blue Ocean Strategies: Vanessa Errecarte

Friday, August 4: 4:00-4:50:

Blue Ocean Strategy Applied as a Marketing Tool at Nintendo: Guest Speaker Amit Singh

Friday, August 4, 5:00-7:00 p.m.

Residential Reception

Reading:

Blue Ocean Strategy

Blue Ocean Strategy: From Theory to Practice

Case: Choose DryBar or Nintendo (you **are not** required to do both).

Drybar (A)

Drybar (B)

Nintendo Switch: Switching from Market-Competing to Market-Creating Strategy

Assignments:

Assignment 1: Introductory Note (5%). Due July 28

Assignment 2: Case Write-Up (25%). Due July 28

Residential Academic Session 2: Create

Schedule:

Saturday, 9:00-10:50 a.m.

Brand differentiation and brand storytelling: Vanessa Errecarte **Content marketing tools and strategies:** Vanessa Errecarte

Saturday, 11:00-12:00 p.m.

How Healthy Davis Together Used Powerful Content Marketing to Increase Testing Adherence During the Covid-19 Pandemic: Guest Speaker Former Davis Mayor Gloria Partida (TENTATIVE)

Saturday, 12:00-1:00 p.m.:

Catered lunch

Reading:

Launch: Chapters 5-7 (skim quickly)

The Power of Consumer Marketing in Digital Marketing

How to Persuade People to Change their Behavior

Designing Consumer Journeys in a Post-Pandemic World

A California University Tries to Shield an Entire City from Coronavirus

Assignment:

Assignment 3: Business Concept Description (5%). Due July 28

Residential Academic Session 3: Convert

Schedule:

Saturday, August 5, 1:00-1:45 p.m.

Social Media Channels and Best Practices: Vanessa Errecarte

Saturday, August 5, 1:45-2:50 p.m.

Marketing Mix: Digital Funnels, Email Marketing, and Digital Conversion Tools: Vanessa Errecarte

Saturday, August 5, 3:00-3:15 p.m.

Marketing Mix: Traditional Media to Support Digital Funnels: Vanessa Errecarte

Saturday, August 5, 3:15-4:15 p.m.

Marketing Plan Workshop: Vanessa Errecarte

Saturday, August 5, 4:30 p.m.

Depart Gallagher Hall for Rivercats Game

Sunday, August 6, 9:00-10:00 a.m.

Digital Advertising and Search Engine Marketing: Vanessa Errecarte

Reading:

Launch: Chapters 8-13 (skim quickly)

Assignments:

Assignment 4: Digital Ad or Influencer Screenshot (10%). Due July 28

Assignment 5: Concept Description Revision and Mini Marketing Calendar (25%). Due in class

Residential Academic Session 4: Conceptualize

Schedule:

Saturday, 10:00-10:50 a.m.

Digital trends, ChatGPT, AI and How they Affect Your Marketing Today: Vanessa Errecarte

Saturday, 11:00-11:50 a.m.

Course Wrap Up: Vanessa Errecarte

Reading:

Customer Experience in the Age of AI
Generative AI will Change Your Business. Here's How to Adapt.

Assignment:

Class Participation (30%). Due in class