

Marketing Log:

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Week 1:

During the first week, we got introduced to the class, the course syllabus and finally formed the team for our project. We decided to stay in touch through google drive and WhatsApp to communicate our ideas and other information.

Week 2

We decided to come up with top three ideas for our project. Our team had many interesting ideas from which majority decided on the BMW 7 series. We aligned to break up the work amongst the group members to prepare for the Preliminary Marketing Plan. The marketing plan was broken up into 5 parts and split amongst the group members. 1) Demonstrate understanding of markets, 2) customers, 3) market segments, 4) value drivers, and 5) position on the Technology Adoption Lifecycle Curve.

Week 3

We have created the outline on the requirements needed for the Marketing Plan with its 3 Step Process. Team is going to meet on Saturday (4/22) in PSU library to collaborate and combine the research in the Marketing Plan document. Next, the current research will be added into the PPT for the Midterm Presentation.

The team will then work together to create a questionnaire to ask the BMW dealership regarding their marketing strategies and processes.

Week 4

Created a doc in the shared drive. Started working on the PPT for the presentation. There was a challenge to find a specific information about BMW 7-Series, also there was a confusion about our market target. Some websites mixed between large luxury cars and midsize luxury cars.

Week 5

Most of our efforts this week were focused on the midterm, yet we still had a Google hangouts meeting to discuss our progress on the midterm slides.

- We were still struggling to determine an appropriate SAM and TAM. There was confusion as to whether TAM should be the entire automobile market, only the luxury cars sold, people who would consider buying a luxury car, or just 2016 large luxury car sales. We ended up settling on the later.
- Another area for us to settle was how segmentation and targeting should work. Should we have many segments or just one. We felt that the spirit of the STP section in the book was to narrow our focus down to one target market segment so that is what we did. We chose to focus on upper class, married, executives in their 50's.
- Lots of discussion as to where we should stop the midterm slides. We chose to end after the segmentation and positioning with a summary of our marketing strategy to date.

Week 6

5/06 group meeting at the library PSU.

We have worked on the Preliminary Marketing Plan presentation, we uploaded our sections in PPT, we have discussed the outlines of our presentation and everyone explain his/her part. Changes were made in some parts to be aligned with the whole market plan. Still have doubts in some parts and still some parts missing.

Week 7

We had a brainstorming session and we decided on what to do next depending on the feedback given by the professor. We divided the pending work. TAM, SAM, product analysis, competitor analysis parts were re-done depending on the professor's input. We removed all the repetitive information that was on the marketing report.

Week 8

Met several times on 5/21 and 5/24 to close on presentation dry run:

- Reviewed the slides from the midterm and instructor feedback.
- Assigned owners for each slide section for content and presentation.
- Practiced presentation after the rough draft was completed.
- Incorporated what was effective and ineffective for second draft of the presentation as well as presentation skills for each of the members presenting.

Week 9

This week was full of tragedies for our team. One of our team mate was very sick and was going through emotional trauma due to depression. So he was unable to contribute. One of our other

teammate also faced loss of his family member but still managed to attend meeting and came to the class for presentation. We had face to face meeting and virtual meeting, for our final presentation.

We had a brainstorming session and tried to build our marketing plan per the suggestion of our professor.

Week 10

6/10 Team meeting at PSU library:

- Reviewed segmentation, how it relates to the different strategies and implementation plan for each strategy.
- Did collaborative work meeting to do edits based on instructor feedback from the midterm.
- Did deep dive into understanding how each marketing strategy should align with the segments. Reviewed how product analysis should be structured to provide background information for each segment to be built on.
- Performed delta analysis between current state and what the result should be.
- Assigned segment owners for each of the deltas, with due dates to complete the final assignment.