

SCHOOL OF BUSINESS

Marketing II

ACADEMIC PROGRAM

A. Course General Records

Course Name	: Marketing II
Pre – requisites	: Marketing I
Co – requisites	:
Credits	: 10
Course position within the curriculum (semester or year)	: N/A
Number of sessions per week	: 1
Academic hours of classes per semester	: 60
Practical academic hours per semester	: None

B. Summary: Marketing II

Phillip Kotler, perhaps the most renowned author on the topic of Marketing, recently comments in one of his many textbooks, how business and marketing have changed in recent times. In effect, he asserts that we can say with some degree of confidence that “the marketplace isn’t what it used to be”. It is changing radically as a result of major societal forces such as technological advances, globalization, and deregulation. These major forces have created new behaviors and challenges:

- Customers increasingly expect higher quality and service and some customization. They show less brand-loyalty and are well-informed from the Internet and other sources.

- Brand manufacturers are facing intense competition from domestic and foreign brands. Profit margins are sinking and retailers have launched their own brands.
- Store-based retailers are suffering. Small retailers are succumbing to the growing power of giant retailers, as well as from catalog houses, direct mail firms, TV direct to consumer ads, home shopping TV and e-commerce and the Internet.

Companies are also changing and here are some of the current trends:

- Reengineering. From focusing on functional departments to reorganizing by key processes.
- Outsourcing
- E-commerce
- Benchmarking
- Alliances
- Partner –suppliers
- Market –centered. From organizing by products to organizing by market segments.
- Global and local
- Decentralized

Marketers are also rethinking their philosophies, concepts and tools. Here, some of the major changes:

- Customer-relationship marketing.
- Customer-lifetime value
- Customer share. From a focus on gaining market share to a focus on customer share.
- Target marketing. From selling to everyone to selling to well defined target markets.
- Customization
- Customer database. From collecting sales data to building a rich data warehouse.
- Integrated marketing communications
- Channels as partners
- Every employee a marketer.
- Model-base decision making.

Thus, marketers are facing rough but promising waters ahead. Successful companies will be those who can keep their marketing changing with the changes in their marketplace and marketspace.

C. General Framework

The purpose of this course is to develop knowledge and skills in the managerial aspects of marketing. The course provides an understanding of marketing as the basis for general management decision-making and as a framework for analyzing business situations.

Furthermore, the course seeks to provide an understanding of the two major activities related to marketing strategy; the first involves selecting the target market and achieving the desired positioning; the second major activity involves specifying the tactical components of any marketing plan: the marketing mix or 4 P's (product, pricing, place/channels and promotion). Therefore, a significant part of this course will be devoted to analyze in-depth the 4 P's concepts and their strategic implications in order to facilitate the student's future decision making. To the extent possible, additional areas of emphasis in the course will include concepts such as differentiation, customer value, branding, and understanding issues related to consumer behavior and customer analysis. The course will emphasize both theoretical and practical elements.

D. Course Intentions

- Encourage analytical thinking and written/oral English skills.
- Manage proficiently both the marketing strategy elements and the marketing tactics elements.
- Assess the importance of today's marketing manager role and gain clarity surrounding the distinctive responsibilities of the brand and/or product manager.
- Value successful companies' capabilities studied on each of the case analysis that will ultimately allow students build a strong market intuition.

E. Main Course Objectives

Conceptual level:

- Develop an understanding of the basic concepts and issues in marketing, including the creation of value through the integrated production and distribution of goods and services and the global, political, economic, legal, and regulatory context for business.
- Build a working marketing vocabulary such that you are better able to understand and discuss marketing concepts in business setting.
- Develop an appreciation for the inherently strategic nature of contemporary marketing and for the role marketing plays in business strategy and performance.
- Enhance your understanding of what marketing managers actually do on a day-to-day basis by taking on the role of marketing manager for an existing product/service.
- Strengthen your ability to justify and support your decisions through information acquisition and management.

Procedural level:

- Demonstrate a strong analytical-thinking when dealing with simulated or real business-world challenges thus being able to deliver the satisfactory results.
- Extend your ability to write clearly, listen carefully, and report information in a professional and effective manner.
- Learn how to effectively work with others with an understanding of individual and group dynamics in organizations.
- Strengthen your appreciation for how marketing relates to complementary business functions (e.g., human resource management, accounting, production, etc.)

Attitudinal level:

- Appreciate and address the major types of problems faced by marketing managers, with an emphasis on developing sound strategic and tactical solutions.
- Understand the ethical and social responsibilities of marketing management in organizations and society.

F. Contents

Unit I - Marketing & Value Creation

Conceptual:

- Appreciate that nowadays the major function of marketing is to emphasize value creation.

Procedural:

- Develop an intuition that helps the students identify and differentiate the core value proposition of organizations.

Unit II - Customer analysis & marketing research

Conceptual:

- Appreciate how the customer decision-making process works and understand the different buying drivers that impact the business.

Procedural:

- Properly apply the different tools available to carry out good research and generate relevant consumer data.

Unit III - Segmentation, target market selection and positioning

Conceptual:

- Differentiate between the three basic customer segmentation variables.
- Discover the similarities and differences of the B2C and B2B segmentation variables.
- Determine the relevance of establishing a positioning strategy for both brands and products.
- Understand the importance of market segmentation and product/brand differentiation.

Procedural:

- Apply the segmentation variables to evaluate and support the adequate target market selection.
- Align the positioning strategy with the differentiation efforts of the companies' offering.
- Measure the life-time profitability of customers. (CLV)

Unit IV - Product strategy

Conceptual:

- Determine the key aspects of marketing for product and services.
- Discuss the different characteristics of each of the product life-cycle stages.
- Identify each of the stages involved in the new product-development process and its later introduction in the marketplace.
- Recognize the increasing importance of branding as a source of competitive advantage.
- Relate the concepts of brand-identity and brand-essence with the value creation process.
- Understand how customers' expectations shape the service delivery process.

Procedural:

- Contrast the difference between a product and a brand.
- Define the adequate strategy for each of the product life-cycle stages.
- Recognize the tools and resources available that facilitate a successful product launch.
- Identify the brand structure approaches used by some key consumer product companies.
- Differentiate the distinctive characteristics of services.
- Explain the difference between companies with a product mindset vs. others with a brand mindset.

Unit V - Pricing strategy

Conceptual:

- Examine customers' psychological mechanisms related to price that affect the buying-decision process.
- Specify the different pricing approaches in relation to how much customer value a company should attempt to capture.
- Review the different approaches of pricing formulation.

Procedural:

- Elaborate quantitative tools that will allow students strengthen their decision-making process when dealing with pricing challenges.

Unit VI - Place / Channel distribution strategy

Conceptual:

- Identify the two major channels categories available for product distribution.
- Specify the distinctive characteristics of distribution channels.
- Examine some new and disrupting distribution channel alternatives.

Procedural:

- Assess the relevance of defining the right channel according to the organization offering and target market.

Unit VII - Marketing communications strategy

Conceptual:

- Understand how communications can define favorable or unfavorable brand perceptions.
- Identify the five major objectives of a marcomm strategy.
- Analyze all the necessary steps involved in developing effective communication strategies.
- Specify the distinctive characteristics of each component of the marcomm mix.

Procedural:

- Determine the appropriate marketing communication tool to achieve the brand's or product's objectives.

- Explain the 5 buckets of marketing communications and use them in the proper context.
- Assess how a strategic combination of different communication channels can result in a superior brand performance.
- Observe how social media and digital marketing tools are currently shaping the competitive landscape.

G. Teaching Methodology

I am a firm believer in the “active learning” method, which involves students in “doing things” and to think about the things they are doing. In this course there is less emphasis in conveying information; rather, the emphasis is centered on having the student develop the skills to clarify his/her own attitudes and values. Viewed from such a perspective, the professor becomes a “facilitator” towards the student’s learning process. This methodology is particularly appropriate in courses where strategic applications are involved, since often there are no right or wrong answers in such matters.

An important objective in a course of this nature is to encourage the student to read publications on current issues related to the class topics. The interest in the course grows when the student reads and can lecture about a real event related to Marketing Management.

Therefore, aside from reading the required bibliography, students are asked to read additional material related to the topic at hand, which they should obtain from a newspaper, a journal or some other source. The course has been organized into modules covering different topics. Typically, students will be required the following, in conjunction with the assigned topics and chapters of the textbook:

1.-Answer assigned questions to the chapters.

2. -A research paper will be required, not to exceed 15 to 20 pages. This paper should be an analysis and/or discussion of some relevant topic addressed in the required chapters. The subject should be thoroughly researched and should conform to the norms of a well written paper. (footnotes, bibliography, etc.) The emphasis should be on a practical application of the material.

Research Paper Guidelines:

Minimum length: 15 pages

Maximum length: 20 pages

Character Size: 12

Font: Times New Roman

Spacing: double-spaced

Procedure for selecting the topic: The student must propose a preferred topic to the professor. Typically the topic should be related to the assigned chapters covered at the time. Once presented to the instructor with the supporting arguments and research objectives, the professor will either approve the research paper project and its title or propose to the student potential changes and adjustments.

The student should submit to the professor his/her research paper proposal for approval in a formal document with the following items:

1. Table of Content
2. Pre-word and Acknowledgements
3. Title
4. Background (2 paragraphs of 6 - 8 lines each)
5. Research Gap (2 or 3 paragraphs of 6 - 8 lines each)
6. Research Questions (1 or 2 paragraphs including all the research questions)
7. Research Objectives (list of the objectives in "bullet points sentences")
8. Research Method

H. Evaluation

Presentations (20%)

Cases (20%)

Mid-terms (30%)

Final Exam (30%)