Marketing Management for Strategic Advantage

Academic Year: (2023 / 2024)   **Review date: 24-04-2023**

Department assigned to the subject: Business Administration Department

Coordinating teacher: DUQUE ZULUAGA, LOLA CRISTINA

Type: Compulsory ECTS Credits : 3.0

Year : 1 Semester : 1

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

Market analysis

OBJECTIVES

This course introduces students to major areas in marketing, both at the strategic and tactical levels: learning about marketing environments, customers, and competitors; choosing attractive target segments; developing marketing strategies to achieve long-term objectives; assembling the marketing-mix to accomplish the desired positioning; and planning, executing, and monitoring marketing actions to assure customer satisfaction at a profit.

DESCRIPTION OF CONTENTS: PROGRAMME

Specific topics covered in this course include:

- Marketing domain and key concepts
- Marketing strategy
- Segmentation and positioning
- The 4 Ps: Decisions about Product, Price, Distribution, Communication
- Service marketing
- Customer Relationship Management
- Marketing intelligence
- Marketing plan
- Trends in Marketing

DETAILED PROGRAM OF THE COURSE

Class 1: Course introduction, domain of marketing, key concepts
Readings: Kotler Chapters 1 (A and B)
Case Discussion: Marketers tasks for top brands. Report to be submitted before class 2.

Class 2: Marketing strategy (environment and the competition)
Readings: Kotler Chapter 9 (A). Chapter 11 (B)
Case discussion: Porter five forces.

Class 3: Segmentation and positioning
Readings: Kotler Chapters 10, 12 (A). Chapter 10 (B)
Case Discussion: Clean Edge Razor. Read the case carefully before class. Be prepared to answer questions related to the decisions outlined in the case.

Class 4: The 4 Ps
Readings: Kotler chapters 14, 16, 17 and 20 (A). Chapter 12, 14, 15 and 17 (B)
Class Practice: Exercise with real top companies and the effective use of 4Ps in Marketing Management.

Class 5: Service marketing
Readings: Kotler Chapter 11 (1st part) and 18 (A). Chapter 13 (B)
Class practice: Presentation of the 4Ps analysis.

Class 6: Customer Relationship Management
Readings: Kotler Chapter 11 (2nd part) (A)

Class 7: Marketing intelligence
Readings: Kotler Chapter 3 (B)
SPSS practice: Understanding Big Data in ¿Loans Bank¿

Class 8: Marketing plan (i)
Readings: Kotler Chapter 3 (A). Chapter 2 (B)
Case discussion: Cottle-Taylor: Expanding the Oral Care Group in India. Read the case carefully before class.
Understanding the strategic decisions and thinking of a plan proposal. Computer lab for data analysis with Excel.

Class 9: Marketing plan (ii)
Presentations: Designed marketing plan for improving Cottle-Taylor's performance. Integrating key concepts of marketing.

Class 10: Trends in Marketing
Readings: Kotler Chapters 20, 21 (A). Chapter 19 and 22 (B)

LEARNING ACTIVITIES AND METHODOLOGY

Evaluation is based on individual performance and class discussions, team work on case studies' analyses, performance using the software SPSS for decision making, midterm examination, and final examination.

Individual analyses will be based on specific case studies; team work will include decision making processes in solving case analyses and appropriate use of data using SPSS (points awarded for group work will be based on overall team performance and allocated to each team member based on a peer evaluation).

The midterm and final examination will be based on assigned readings, lectures, and case assignments.

ASSESSMENT SYSTEM

Weights of course activities in deciding final grades are:

- Individual and group works: 40%
- Participation: 10%
- Final examination*   50%

* It is necessary to obtain a minimum grade of 4/10 to add up the grade of the continuous assessment

The retake assessment system will be similar to the final exam (100%). A 5/10 is necessary to aprove the course.

% end-of-term-examination:	50
% of continuous assessment (assigments, laboratory, practicals…):	50

BASIC BIBLIOGRAPHY

 - 1. Kotler, P. , Keller, KL., Brady, M., Goodman, M. & Hansen, T. Marketing Management, Pearson, 2009 (online access)
 - 2. Kotler, P., & Keller, KL. Marketing Management, Pearson International Edition. 13th Edition, 2009

ADDITIONAL BIBLIOGRAPHY

 - Wirtz, Lovelock Services Marketing: People, Technology, Strategy, World Scientific., 2016