



Universidad
Carlos III de Madrid
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MARKETING MANAGEMENT FOR STRATEGIC ADVANTAGE

Quarter: Winter 2021

Professor: Juan de Rus, Campus Puerta de Toledo

Office hours: After each class session, and by appointment

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SHORT COURSE DESCRIPTION

The 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.

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

The course emphasizes student decision-making in these areas, from a contemporary and global perspective.

OBJECTIVES

1. Identify and describe key concepts and analyses in marketing management.
2. Think analytically, competitively, and strategically when making marketing decisions.
3. Solve marketing problems and exploit marketing opportunities, as an individual and as a member of a team.

EVALUATION CRITERIA

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; teamwork will include decision making processes in solving case analyses and appropriate use of data

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



Weights of course activities in deciding final grades are:

Individual assignments and participation	25%
Group work, presentations	25%
Data analysis assignment	10%
Final examination	40%
<hr/> Total	<hr/> 100%

REFERENCE BOOKS (ASSIGNED)

- A. Kotler, P., Keller, KL., Brady, M., Goodman, M. & Hansen, T. (2009), *Marketing Management*. European Edition. Pearson: Prentice Hall. With online access!
- B. Kotler, P., Keller, KL. (2009), *Marketing Management*. Pearson International Edition. 13th Edition.

Readings from these books are assigned on the Detailed Program of the Course on the following page.

REFERENCE BOOKS (OPTIONAL)

- ▶ Best, R. J. (2004), *Market-Based Management—Strategies for Growing Customer Value and Profitability*, 3rd ed., Prentice Hall.
- ▶ Gupta, S. and Lehmann, D. R. (2005), *Managing Customers as Investments*, Wharton School Publishing.
- ▶ Kardes, F. R. (2002), *Consumer Behavior—Managerial Decision Making*, Prentice Hall.
- ▶ Lambin, J. (2000), *Market-Driven Management, Strategic & Operational Marketing*, McMillan, London.
- ▶ Lehmann, D. R. and Winer, R. S. (2004), *Product Management*, 4th ed., McGraw-Hill Irwin.
- ▶ Malhotra, N. (2004), *Marketing Research—An Applied Approach*, Prentice Hall.
- ▶ Pelton, L. E., Strutton, D., and Lumpkin, J. R. (2002), *Marketing Channels—A Relationship Management Approach*, 2nd ed., McGraw-Hill Irwin.
- ▶ Rust, Zahorik and Keiningham (1996), *Service Marketing*, HarperCollins.
- ▶ Wells, W., Burnett, J, and Moriarty, S. (2000), *Advertising Principles & Practice*, 6th ed., Prentice-Hall.



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)
- *****Final Examination***** The final examination covers readings, lectures, and cases assigned for classes 1 through 10.