

Syllabus

1. Information about the course and lecturer

1.1. Name of the course:	Advanced Topics in Marketing Strategy
1.2. Faculty that coordinates the course:	Faculty of Management and Finance
1.3. Education path:	Executive Master of Business Administration (EMBA)
1.4. Number of hours scheduled in study plan (<i>16 on-campus + 4 on-line hours / 32 on-campus + 3 on-line hours</i>):	16 on campus (four sessions during one week) and 4 on-line hours.
1.5. ECTS (<i>filled by administrative</i>):	
1.6. Lecturer's first and last name:	Franklin Velasco

2. Course's learning objectives, and its way of verification

2.1. The general purpose/aim of this course:

An advanced understanding of marketing strategy is useful and fundamental for today's market dynamics. This course in particular is expected to fulfill two main objectives:

First, as this course focuses on advanced marketing strategy students are expected to develop a marketing return-over-investment mindset while practicing managerial marketing decision-making. In specific, the course aims to develop in graduate students' skills to solve marketing problems by not only showing creativeness in their work but also by demonstrating efficient use of marketing resources.

Second, the course presents advanced tools and approaches for solving marketing strategy problems. As a learning objective, the course material relies on specific analytical tools to diagnose, categorize, and measure marketing problems. This process involves understanding frameworks for evaluating marketing problems such as measuring marketing performance, performing market analysis, and developing branding strategies.

2.2. Intendent course outcomes in area of knowledge and skills

a. After this course Student will have **knowledge on**:

- Development of an analytical framework that will provide graduate students with foundation for assessing information as it applies to any marketing problem/opportunity with which you are confronted as you pursue your careers.
- Further understanding of why marketing decision makers require objective information and how to create bridges from outputs of market research to actionable strategies.
- Understanding of forces driving customers and businesses in the marketplace.

b. After this course Student will have the following **practical skills**:

- Analyzing and using information on subjects like customer trends, identifying threats and opportunities, and monitoring competitive activities and assessing a firm's marketing performance.
- Enhance the value of research and information as critical for addressing organization marketing problems and opportunities
- How to use marketing information as it enhances organization's ability to create and deliver superior customer value.

2.3 Course evaluation methods, general guidelines for approving the course (*grading scale: 5 (very good), 4 (good), 3 (adequate), 2 (failed)*).

Category	Description	Percentage
Class participation	Class discussions, attendance, class presentations, online discussions, and team evaluation.	20%
Exam	Final Exam	20%
Research Project	Field experiments, data analysis, marketing decision making using secondary data.	25%
HBR Business Cases and Workshops	Use the case method approach in understanding marketing theory and practice. Class discussions, workshops and team presentations are part of this category	35%

3. Course content and topics:

Class introduction and syllabus

Course description

Expectations

Mission statement: "Our focus on marketing engineering"

Market Orientation

Discussion topics:

1. Marketing ROI versus Customer Satisfaction

2. Benefits from having a Market Orientation

Materials:

Article "What the hell is marketing orientation"

Article "Customer Value Assessment and Valuing Customers"

Excel file “ Customer Focus and Loyalty”
Workshop #1 Customer Value Survey
Excel file “Customer Lifetime Value - CLV”
Research Project #1: Consumers’ Patronage Intentions and CLV

Marketing Productivity and ROI

Discussion topics:

1. How to measure Marketing ROI
2. Marketing budgeting

Materials:

Article “Approach From Marketing ROI”
Excel file “ Marketing Metrics and Tools”
Workshop #2 Portfolio Analysis
Excel file “Marketing Performance Tools”
Article “Product Portfolio Management”
Article “HBR Metrics: Competing with Analytics”
HBR Case #1: Sony versus Fifa
HBR Case# 2: Reliant Baking Soda

Branding Strategies

Discussion topics:

1. Appropriate selection for a brand name
2. Branding strategies: efficiency versus efficacy.

Materials:

Chapter “Brand positioning”
Workshop #3 Brand name and brand positioning
HBR Case#3 Toyota

Integrated Marketing Communications

Discussion topics:

1. Marketing versus Advertising
2. Social Media Marketing Communications vs. Traditional Communication Channels.
3. The role of the Advertising Agency

Materials:

Article “Effective Reach and Frequency: Does it really make sense”
Workshop #4 Media Plan
HBR Case#5 “BMW Z3
Workshop #5 Preparing a Brief

Sustainable Marketing Strategies

Discussion topics:

1. Green Marketing
2. Corporate Social Responsibility
3. Non-Profit Marketing

Materials:

HBR Case#6 Unilever

Workshop #6 Stimulating market demand for green products

Session #28 Final Exam

4. Reference list:

- Kotler, Philip / Keller, Kevin. (2015). Marketing Management. Pearson.
- Best, Roger (2005). Marketing Based Management: Strategies for Growing Customer Value and Profitability. Pearson
- Value-Based Marketing & Pricing by Bradley T. Gale and Donald J. Swire, 19 pages. Publication date: November 2006.
- The Five Competitive Forces That Shape Strategy by Michael E. Porter, 19 pages. Publication date: Jan 01, 2008. HBR Prod. #: R0801E-PDF-ENG.
- What is Strategy? By Michael E. Porter, 21 pages. Publication date: November 1 1996. HBR Prod. #: 96608-PDF-ENG.
- Selecting Strategies That Create Shareholder Value by Alfred Rappaport 11 pages. Publication date: May 01, 1981. HBR Prod. #: 81310-PDF-ENG.
- Farris, Paul, Neil Bendle and Phillip Pfeif, Marketing metrics: 50+ metrics every executive should know.
- Rust, Roland, Christine Moorman and Gaurav Bhalla, HBR, “Rethinking marketing,” Jan/Feb 2010, Vol. 88, 1/2.
- Edelman, David C., HBR, “Branding in the digital age,” Dec 2010, Vol. 88, 12.
- Anderson, James C, James Narus and Wouter van Rossum, HBR, “Customer value propositions in business markets,” Mar 2006, Vol. 84, 3.
- Fournier, Susan and Lara lee, HBR, “Getting brand communities right,” April 2009, Vol. 87, 4.
- Kotler, Philip, Neil Rackham and Suj Krishnaswami, HBR, “Ending the war between sales and marketing,” Jul/Aug 2006, Vol. 84, 7/8.
- Reichheld, Frederick R, HBR, “The one number you need to grow,” Dec 2003, Vol. 81, 12.

Suggestion for reading: something from the business press – The Wall Street Journal, Fortune, Business Week – this will keep you current and provide you with insights into business and marketing strategy.

Date of syllabus preparation:	1/7/2019
Date of last update of syllabus:	

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