

MARKETING MANAGEMENT

Credit Value: 3 credits¹

Lecturer: Machilskaya Olga

A. Course objectives

To introduce students to the main theoretical and practical issues of marketing management. As a result students will be able to manage the process of creating an innovative product, to carry out consulting services on project management in various fields, to identify business processes in companies that can be transformed by using additive technologies; carry out a comparative analysis, business process redesign, formulate and value and sales propositions (the economic effect of implementation of additive technologies).

B. Textbooks

1. Philip Kotler, Kevin Lane Keller - Marketing Management, 14th Edition (2012, Prentice Hall) PT
2. Positioning: The Battle for Your Mind: The Battle for Your Mind: The battle for your mind. How to be seen and heard in the overcrowded marketplace (MARKETING/SALES/ADV & PROMO) Paperback – 3 Jan. 2001
3. Blue Ocean Strategy, Expanded Edition: How to Create Uncontested Market Space and Make the Competition Irrelevant Hardcover – Illustrated, 20 Jan. 2015
4. Guerilla Marketing: Easy and Inexpensive Strategies for Making Big Profits from Your Small Business Paperback – 5 Jun. 2007
5. Made to Stick: Why Some Ideas Survive and Others Die Hardcover – 2 Jan. 2007

C. Assessment details

The final grade consists of:

Assignments	Score
Active involvement in class & point of view presentation	40
Homework & case discussions	20
Group project (Business case building)	50
Business case presentation (final pitching)	40

Grade	Minimum score	Maximum score
<i>Excellent</i>	127,5	150
<i>Good</i>	97,5	127
<i>Satisfactory</i>	60	97
<i>Failed</i>	0	59

Homework is presented in Word format as filled business model blocks on one page of A4 format.

The results of the group work are presented in the form of a Power Point presentation about the developed hypotheses about the business model concept developed by the group though studying the case.

The results of the group work on the hypothesis of the innovative business model in the form of three files: 1) in Word format, where there is a canvas of the business model concept 2) in Word format, which demonstrates a protection of the business model hypothesis, no more than 2 pages (Newtimes Roman 12, line 1.5); 3) in Power Point format with slides to be presented in the classroom with the justification of the business model concept taking into account external factors identified by the group in the process of doing homework and teamwork.

¹ 1 credit point is equal to 36 hours of total workload including in-class activities, self-study and exam writing

D. Course outline

Topic 1.

Introduction to basic principles of Marketing Management.

- Introduction into Marketing Management (further MM) - areas of expertise and role in business
- Market analysis based on Porter model.
- Introducing strategies-based market position (market leader, challenger etc)
- Examples of different frameworks like SWOT, 5W, what worked / what didn't/ what missed / what is an opportunity etc
- Discussion based on Coca Cola case (new taste launch - mistake of research interpretation and understanding of the brand values)

Topic 2.

Understanding of categories barriers and management.

- Category barriers understanding
- Segmentation/ Targeting / Positioning
- Emotional branding importance and when
- Case discussion Hasbro games (who was right Target Audience from company perspective and who were real competitors)

Topic 3.

Marketing mix understanding.

- Marketing Mix understanding
 - Price importance as a tool. Discounts as a tool to destroy equity.
 - Building POD (point of difference) or creating value.
- Based on Zara case discussion.

Topic 4.

Setting Business objectives and KPIs. OGSM concept.

- Introducing OGSM concept and framework.
- Brand health tracking importance and tools
- Introducing media & digital metrics.
- Practical talk and examples how business objectives and processes organized in Corporations
- Guest speaker to discuss communication effectiveness and efficiency in different channels of communication.

Topic 5.

Financials in Marketing Management: P&L understanding.

- Financials in marketing management.
- P&L understanding for marketers.
- ROI concept.

Speaker presentation

Topic 6.

Agile in FMCG and specifics technologies.

- Whats working whats not using Agile in FMCG
- Why Agile is so important now
- Practical examples of agile during new brand development and launch

Speaker presentation

Final Exam

Group project presentation and evaluation.