



# **Principles & Practice of Management and Marketing**

**Prof. Yannis A. Pollalis**

**Syllabus & Notes for the Marketing Module**

**(PART B: Weeks 8-14)**

***Spring 2014***

**Office : Karaoli & Dimitriou 80 - Room 514    Phone : 210.414.2353    E-mail : [yannis@unipi.gr](mailto:yannis@unipi.gr)**

## ***Course Philosophy & Learning Objectives***

Whether we want it or not, we live in a society of organizations. We are born in organizations, we are educated in organizations and we study about them so that we can later work in organizations. At the same time, organizations supply us and entertain us with goods and services, they govern us and even harass us (sometimes concurrently). Yet, besides some academics and managers who investigate deeper into the "organizational life", few people really understand these strange collective beasts that so influence our daily lives.

This MODULE B (MKT) provides students with solid experience in creating market-driven and market-driving strategies for the future success of a business. A focus is on discovering and developing a set of unique competencies for a firm that, through strategic differentiation, leads to sustainable competitive advantage in the marketplace. Students are provided ample opportunity to develop and practice creative problem-solving and decision-making skills to simulate the requirements of today's complex market environment. Industry analyses will be performed that include the following: internal/external analysis, customer analysis, competitor analysis, market/submarket analysis, and comparative strategy assessment.

The role of strategic marketing management is to help companies better understand customer preferences, link that knowledge to designing appropriate products and services for selected customers, and determine appropriate methods to communicate, to capture, and to deliver value. Successful firms are those that pursue objectives, employ resources, and invest in the future of an organization to consistently satisfy the needs of customers better than competitors. These ideas apply to both for-profit and not-for-profit organizations.

## **Text, Readings & Handouts**

- *Εισαγωγή στο Management, by Schermerhorn J., ISBN: 9789604891436, Athens 2011, ΕΚΔΟΣΕΙΣ Π.Χ. ΠΑΣΧΑΛΙΔΗΣ*
- *Βασικές Αρχές Μάρκετινγκ: Μια Στρατηγική Προσέγγιση, (translated in Greek from book BASIC MARKETING, 17th Edition, by William D. Perreault, P. Cannon, & McCarthy, McGraw-Hill Publishing, Athens, 2012, ΕΚΔΟΣΕΙΣ Π.Χ. ΠΑΣΧΑΛΙΔΗΣ.*
- *Additional readings, cases, articles and class-handouts on special topics, as well as case preparation material and assignments will be distributed in class.*

## **Teaching Philosophy**

**“Tell me, and I will listen.  
Show me, and I will understand.  
Involve me, and I will learn.”**  
(Teton Lakota, American Indian Saying)

In class, I will act as a lecturer, moderator and facilitator to help you gain a better understanding of the various organizational and marketing processes, tools and strategic situations. By actively participating in class discussions and experiential exercises, you will sharpen your own insights and those of your classmates, make your work engaging and stimulating and ensure that these experiences will equip you with the tools needed to further your knowledge and career plans in business and marketing in particular.

At the completion of this course, students should be able to:

- Use the key elements in developing marketing strategy and planning a marketing program.
- Enhance problem-solving abilities in operational areas of marketing by providing you with a set of analytical tools (i.e., frameworks, concepts, models, and techniques).
- Present examples of how firms organize their marketing efforts across a broad range of business settings (e.g., consumer packaged goods, pharmaceutical, telecommunications, financial services, B2B markets) to develop sales and/or share.
- Bridge the disciplines of marketing and strategic management

## **Class Projects & Assignments**

The course will include various assignments and presentations. All assignments (case analyses and presentation, essays, group exercises, etc.) will be provided at the beginning of the class and will be due within the time period the class is taking place.

## **Grading Policy**

I. Attendance, Class Assignments & Case Studies (Individual)	20%
II. Project & Presentation (Group)	30%
III. Final Exams	50%

## **Recommended Additional Class Resources**

*(Optional references to complement class material and learning)*

1. *Marketing Management*, by Philip Kotler and Kevin Keller, 12<sup>th</sup> edition, Prentice-Hall, New Jersey, 2011 ([www.prenhall/kotler](http://www.prenhall/kotler)).
2. *Principles of Marketing*, by David Jobber, 4<sup>th</sup> edition, McGraw-Hill, New York, 2010 ([www.jobber-marketing.com](http://www.jobber-marketing.com)).
3. *The Power of Marketing: Creating and keeping customers*, by William Zikmund and Michael D'Amico, 8<sup>th</sup> edition, South-Western College Publishing, Ohio, 2004 ([www.zikmund.swcollege.com](http://www.zikmund.swcollege.com)).
4. "Marketing in the Computer-Mediated Environment", Project 2000, This site at Owen Graduate School of Management offers an example of a curriculum in computer-mediated marketing communication, full text of a number of good papers resulting from the project and links to other related sites: <http://www2000.ogsm.vanderbilt.edu/>
5. "Growing Up Digital", This is an unusual site, in that it is half academic and half commercial and is based around a book by Don Tapscott called *Growing Up Digital: The rise of the Net Generation*. It contains useful links and references to other related sites: <http://www.growingupdigital.com/>
6. Marketing Classics (a selection of influential articles to be distributed and used in class): (1) "Marketing Myopia", by Theodore Levitt, *Harvard Business Review*, (2) "A Theory of Buyer Behavior" by John Howard and J. Sheth, *American Marketing Association*, (3) "The product Life-Cycle: A key to Strategic Marketing Planning", by John Smallwood, *MSU Business Topics*, (4) "Beyond the many faces of price: An Integration of Pricing Strategies", by Gerard Tellis, *Journal of Marketing*, (5) "A Model for Predictive Measurements of Advertising Effectiveness", by R. Lavidge and Gary Steiner, *Journal of Marketing*.
7. Tybout, A. M., & Hauser, J. R. (1981). A Marketing Audit Using A Conceptual Model Of Consumer Behavior: Application And Evaluation. *Journal of Marketing*, 45(3), 82-101.
8. Narayana, C. L., & Markin, R. J. (1975). Consumer Behavior and Product Performance: An Alternative Conceptualization. *Journal of Marketing*, 39(4), 1-6.
9. Jacoby, J. (1978). Consumer Research: A State of the Art Review. *Journal of Marketing*, 42(2), 87-96.
10. Zalkind, S. S., & Costello, T. W. (1962). Perception: Some Recent Research and Implications for Administration. *Administrative Science Quarterly*, 7(2), 218-235.
11. *Revolution*, Home page of the magazine for new media marketing by the Marketing Society of America: <http://www.revolution.haynet.com>
12. Advertising Case studies for small business, <http://www.givetogetmarketing.com/casestudies.html> .
13. Case Studies in Business and Marketing: cases, sites, articles, resources, <http://www.knowthis.com/academic/casestudies.htm> .

## Class Mechanics & Descriptive Schedule

### Week VII

- Principles of Marketing: 4Ps vs 4Cs
- The Marketing Process and Challenges in the New Economy
- Defining and measuring customer profitability
- *Read Chapters 1 and 2 (Marketing Book)*

### Week VIII

- User-Buyer Characteristics, Roles & Behavior: Why and How we buy?
- Defining Customer Value & Satisfaction
- Attracting and Retaining Customers
- Marketing Channels, Market Structure and the Internet
- *Read Chapters 5 and 6 (Marketing Book)*

### Week IX

- Competitive markets and Market attractiveness, Competitive Intelligence Systems
- Competitive Strategies: Leaders, Followers, Nichers, Challengers
- Developing, Differentiating and Positioning Products through Product Life Cycle
- *Read Chapters 7 and 12 (Marketing Book)*

### Week X

- Market Segmentation and Targeting Strategies
- Managing Product Lines and Brands
- Brand Equity and labelling: to brand or not to brand?
- *Read Chapters 8, 9 and 10 (Marketing Book)*

### Week XI

- Selecting and managing marketing channels, Marketing Communications Mix
- Promotion and Advertising Strategies
- Pricing strategies
- *Read Chapters 12, 17 and 18 (Marketing Book)*
- *Assignment Due & Case Study*

### Week XII

**(JUNE 2014...DATE WILL BE ANNOUNCED IN CLASS)**

- Course Overview and presentations
- Class evaluation, feedback on group projects
- *Final Exam & preparation*

**THIS SYLLABUS IS TENTATIVE & SUBJECT TO CHANGE.**