

# Principles & Practices of Marketing in the Digital Era



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**Prof. Yannis A. Pollalis**

**Syllabus & Notes**

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## ***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 and consume their products & services. This MKT course 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.

In addition, with the rapid shift of advertising money away from traditional media to online platforms, it is becoming increasingly important for marketing graduates to be well-versed in digital marketing fundamentals. This course will provide a solid foundation in the key concepts around this constantly changing field. Through readings, case studies and hands-on projects, students will come away with an understanding of successful online marketing strategies, user generated content, search, social media and networks, mobile, and web analytics. To supplement the concepts, various leading marketers, designers, and content strategists from industry will address special topics such as email marketing, user experience design, search engine optimization (SEO), building online communities, geo and mobile marketing.

Finally, students will have the opportunity to examine these topics firsthand through group projects and exercises. The course also examines digital marketing strategy, implementation and executional considerations for B2B and B2C brands and provides a detailed understanding of digital channels and platforms. Participants will complete the course with a comprehensive knowledge of and experience with how to develop an integrated digital marketing strategy, from formulation to implementation.

### ***Text, Readings & Handouts***

- ***Μάρκετινγκ: Έννοιες και Στρατηγικές*** (Dibb Sally, Simkin Lyndon, Ferell), Athens, 2021, Greek edition by BROKEN-HILL Publishing.
- ***Digital Marketing: Strategic Planning & Integration Second Edition*** (by Annmarie Hanlon), SAGE Publisher, New York 2021.
- *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***

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
- Understand how and why to use digital marketing for multiple goals within a larger marketing and/or media strategy
- Understand the major digital marketing channels - online advertising: Digital display, video, mobile, search engine optimization, customer experience & customer analytics.
- Learn to develop, evaluate, and execute a comprehensive digital marketing strategy/plan
- Learn how to measure digital marketing efforts and calculate ROI

*In addition to these topics, the course will bring in a number of experts to talk about issues of current importance in the world where good marketing thinking is needed. This way, we will learn to be good marketers not only in principle, but in practice here and now.*

## ***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***

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| I. Attendance & Participation in Class Assignments(Individual) | 20% |
| II. Case Studies' Analysis & Presentation (Group)              | 30% |
| III. Final Exams/Final project                                 | 50% |



## **Recommended Additional Class Resources**

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

1. *Marketing Management*, by Philip Kotler and Kevin Keller, 16<sup>th</sup> edition, Prentice-Hall, New Jersey, 2020 ([www.prenhall/kotler](http://www.prenhall/kotler)).
2. *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)).
3. Richard Hanna, Andrew Rohm, Victoria L. Crittenden (2011), "We're all connected: The power of the social media ecosystem", *Business Horizons*, Vol. 54 (3), May-June.
4. Donna L. Hoffman & Marek Fodor (2010), "Can You Measure the ROI of Your Social Media Marketing?", *Sloan Management Review*, MIT, Fall.
5. *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*.
6. 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.
7. Narayana, C. L., & Markin, R. J. (1975). Consumer Behavior and Product Performance: An Alternative Conceptualization. *Journal of Marketing*, 39(4),
8. *Digital Marketing* by Dave Chaffey & Fiona Ellis-Chadwick, Pearson Education Publishing, New York, 2015.
9. *Social Media ROI: Managing and Measuring Social Media Efforts in Your Organization (Que Biz-Tech) [Kindle Edition]*, Olivier Blanchard, 2015.
10. Advertising Case studies for small business, <http://www.givetogetmarketing.com/casestudies.html>.
11. *Case Studies in Business and Digital Marketing: cases, sites, articles, resources*, <http://www.knowthis.com/academic/casestudies.htm>.
12. *Understanding Digital Marketing: Marketing strategies for Engaging the Digital generation*, (Digital Book) written by Damian Ryan & Calvin Jones, Kogan Page Publishing, London 2011. <http://www3.petra.ac.id/toro2/Tugas%2004c%20-%20Understanding%20Digital%20Marketing.pdf>
13. *eMarketing: The essential Guide to Marketing in a Digital World (digital book)* Rob Stokes, 5<sup>th</sup> ed. Quirk Publishing, 2015. <https://www.redandyellow.co.za/wp-content/uploads/2-Digital-Marketing-Strategy-Quirk-Textbook-5.pdf>

# ***Class Mechanics & Descriptive Schedule***

## **Week 1**

- Introduction to MKT & the Principles of Marketing: 4Ps vs 4Cs
- The Marketing Process and Challenges in the New Economy
- Defining and measuring customer profitability
- From needs to wants to demand
- Why do we have markets? Why do we need MKT?

## **Week 2**

- 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

## **Week 3**

- Competitive markets and Market attractiveness, Competitive Intelligence Systems
- Competitive Strategies: Leaders, Followers, Nichers, Challengers
- Developing, Differentiating and Positioning Products through Product Life Cycle
- The Role of MKT Analytics
- VALS Methodology in Psychographics (Values, Attitudes & Life Style)

## **Week 4**

- Market Segmentation and Targeting Strategies
- Managing Product Lines and Brands
- Brand Equity and labelling: to brand or not to brand?
- Perception, Symbolism & Perceptual mapping
- Strategic MKT issues & Components of a MKT Plan
- Growth strategies
- Push vs. Pull strategies

## **Week 5**

- Selecting and managing marketing channels, Marketing Communications Mix
- Promotion and Advertising Strategies
- Pricing strategies
- Marketing Channels & Distribution challenges
- Market Structure and strategic alliances

## **Week 6**

- Marketing Communications Mix
- Designing & managing Integrated MKT Communications (IMC)
- The 5 Ms' of Advertising
- Promotion and Advertising Strategies & Models

### Week 7

- The New “e-nvironment” & Key Internet Marketing Concepts
- Internet User Characteristics & Behavior
- Marketing Channels, Market Structure and the Internet
- The Virtualization of Distribution Channels and Payments
- *Case Study*

### Week 8

- Internet and Marketing Research
- Business-to-Business (B2B) and Business-to-Consumer (B2C) MKT
- Creating Customer Data Bases
- Leveraging Technology for E-Marketing Needs

### Week 9

- Word-of-mouth communications, positive vs negative WOM
- Opinion leadership in Digital modes: the power of online communities
- A New Marketing Model for the Digital Age
- Creating a Knowledge Organization: Customer Insight & Segmentation
- E-Marketing Strategies: Communication, Product, Pricing & Website Promotion Strategies

### Week 10

- Putting It All Together: The E-Marketing Plan
- Strategic Partnerships and Outsourcing
- Budgeting Issues
- IT trends, E-MKT and the Digital Future

### Week 11

- Social marketing, Facebook marketing, Twitter marketing
- E-commerce security and payment systems
- Mobile Marketing, Mobile Payments, Mobile Promotion Strategies
- Examples of e-MKT Plans
- Discussion on future trends and issues

### Week 12

- Course Overview and presentations
- Class evaluation, feedback on group projects
- *Final Group Project*

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