

MKT 401 - Strategic Marketing and Marketing in Specific Industry Contexts (Marketing II)

Prof. Dr. Sabine Kuester

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Course Description

Today's markets have become difficult environments for most companies. Challenges arise from a variety of changes taking part in many different domains, impacting the behavior and conduct of customers, competitors and other important stakeholders such as suppliers and channel partners. In this landscape companies have to be smart and able to address customer needs in a way that makes them purchase their offerings and – more importantly – that satisfies customers' genuine needs so that satisfaction and loyalty result. If there is one business discipline that can help companies to accomplish this goal – it is marketing.

A principal element of marketing is the strategic setting in which it takes place. To fully appreciate these strategic aspects, it is essential to understand the concept of marketing strategy and to apply strategic marketing concepts to the different specific industry contexts companies operate in. We will focus on business-to-consumer marketing, business-to-business marketing, services marketing, and international marketing.

This course is designed for students who have successfully completed MKT 301 (*Marketing I*) or an introductory marketing management course addressing issues pertaining to the marketing mix. This course prepares you for entry level marketing positions in nationally or internationally operating companies. The course also lays the foundation for graduate level studies in the field of marketing. At the end of the course, students will have an understanding of the strategic and institutional perspectives and will be able to identify and develop marketing strategies, as well as apply marketing concepts in specific industry contexts. In order to acquire this skill-set, the teaching in this course is built on the following elements:

- Lectures and class discussions,
- Guest lectures from managers,
- Computer simulation, and
- Participatory tutorials.

Course Requirements

All course participants are required to attend the weekly lectures. Additionally, all students must participate in a computer simulation. Each student will attend **one (!)** simulation track. In addition, tutorial sessions will be offered for each topic covered in the lecture. There will be different tracks for the computer simulation and for the tutorial sessions, as outlined in this syllabus.

All relevant information for the course will be posted online on "ILIAS".
It is each student's responsibility to obtain the information missed due to absence.

Lectures

All lectures are mandatory and will take place on **Mondays B4** (01:45 pm – 03:15 pm) **and Wednesdays B3** (noon – 01:30 pm) in **room SO108** according to the schedule below. During the lecture students will be exposed to theories and concepts covering the topics as indicated in the lecture outline. Guest speakers are also invited to provide insights into marketing practice.

Simulation

The best way to develop an appreciation and aptitude for marketing is to apply knowledge of marketing concepts to real-world business challenges. For this purpose, students will play a computer simulation in a team of 3-5 students (depending on class size and availability of computing facilities).

In this group simulation, students take on the position of board members of a medical motor manufacturer and are tasked with executing a successful business-to-business marketing strategy over a number of time periods. Students determine all aspects of the company's go-to-market approach (including sales-force deployment and distribution channel strategy) and associated elements of product policy, including pricing and market positioning of the company's product line to both small and large volume customers. Students also prioritize the manufacturer's efforts in acquiring and retaining customers in order to achieve a combination of sustainable revenues and profits and maximize cumulative profits at the end of the simulation. The simulation also illustrates the benefits of investment in market research and training. Before the actual simulation day, we highly recommend that you familiarize yourself with the simulation and the features provided.

Successful participation in the simulation is mandatory to pass the course. Every student will attend one track. This course component is composed of two deliverables:

- Active participation in the simulation and group discussions.
- Final report (1 page) in which your group presents and reflects on the initial strategy, its success in the simulation, and key learnings (to be delivered **by each group within one week after the simulation**).

As outlined below, there will be ten simulation tracks on five different days:

Track	Date	Time	Place
Track 1	Friday, February 24	10:30 am – 02:00 pm	L7, 3-5, 358
Track 2	Friday, February 24	02:30 pm – 06:00 pm	L7, 3-5, 358
Track 3	Friday, March 03	10:30 am – 02:00 pm	L7, 3-5, 358
Track 4	Friday, March 03	02:30 pm – 06:00 pm	L7, 3-5, 358
Track 5	Friday, March 10	10:30 am – 02:00 pm	L7, 3-5, 358
Track 6	Friday, March 10	02:30 pm – 06:00 pm	L7, 3-5, 358
Track 7	Friday, March 17	10:30 am – 02:00 pm	L7, 3-5, 358
Track 8	Friday, March 17	02:30 pm – 06:00 pm	L7, 3-5, 358
Track 9	Friday, March 24	10:30 am – 02:00 pm	L7, 3-5, 358
Track 10	Friday, March 24	02:30 pm – 06:00 pm	L7, 3-5, 358

Each student has to register individually for one track via the "Portal" (Student Portal). Formation of groups is the responsibility of the department. **Registration for the simulation is open from February 9 noon to February 19 midnight, 2017.**

Tutorials

The tutorials are designed to strengthen students' conceptual knowledge and build upon lecture materials. These interactive sessions will be led by student tutors. Material covered in tutorials may be part of the course exam. Attendance in tutorials is mandatory. There is no registration for the tutorial sessions.

Tutorial tracks available:

Track	Date	Time	Place
Track 1	Monday (20.02. – 20.03.)	15:30 pm – 05:00 pm	O142
Track 2	Tuesday (21.02. – 21.03.)	15:30 pm – 05:00 pm	O135
Track 3	Wednesday (22.02. – 22.03.)	01:45 pm – 03:15 pm	O142
Track 4	Wednesday (22.02. – 22.03.)	03:30 pm – 05:00 pm	O048
Track 5	Wednesday (22.02. – 22.03.)	03:30 pm – 05:00 pm	O133
Track 6	Wednesday (22.02. – 22.03.)	05:15 pm – 06:45 pm	O133

Exam

At the end of the course on March 31, 2017, students will sit for a 90-minute closed-book, closed-notes exam consisting of short-answer questions and analytical questions covering relevant lecture material and readings that have been addressed in the lectures and the tutorial sessions.

Elements of Course Grade

Final Examination: 100%

Notes:

- Passing the course requires a minimum grade of 4.0.
- Successful **participation in the simulation is mandatory to pass the course!** Students are expected to make all reasonable attempts to be present for their group simulation. Should any member of a team become ill on the date of the simulation the team is still required to complete the simulation assignment. **The absent student will be responsible for scheduling a solo make-up simulation on a different date.** To schedule a make-up, the student will need to present the instructor with a doctor's note and schedule their solo simulation within a week after the missed simulation.

Course Outline (topic allocation subject to change)

Date	Course element
13.02.2017, B4	Lecture 1 Introduction, Marketing Strategy
15.02.2017, B3	Lecture 2 Marketing Strategy
20.02.2017, B4	Lecture 3 Marketing Strategy
22.02.2017, B3	Lecture 4 B2B Marketing
20.02.-22.02.2017	Tutorial 1: Marketing Strategy
24.02.2017	Simulation: Managing Segments and Customers (Track 1 & 2)
27.02.2017, B4	Lecture 5 B2B Marketing
01.03.2017, B3	Lecture 6 B2C Marketing
27.02.-01.03.2017	Tutorial 2: B2B Marketing
03.03.2017	Simulation: Managing Segments and Customers (Track 3 & 4)
06.03.2017, B4	Lecture 7 Guest Lecture: Beiersdorf AG Mr. Hölscher
08.03.2017, B3	Lecture 8 B2C Marketing
06.03.-08.03.2017	Tutorial 3: B2C Marketing
10.03.2017	Simulation: Managing Segments and Customers (Track 5 & 6)
13.03.2017, B4	Lecture 9 Services Marketing
15.03.2017, B3	Lecture 10 Guest Lecture: Google Germany GmbH Mr. Hentschel, Mr. Kramer
13.03.-15.03.2017	Tutorial 4: Services Marketing
17.03.2017	Simulation: Managing Segments and Customers (Track 7 & 8)
20.03.2017, B4	Lecture 11 International Marketing
22.03.2017, B3	Lecture 12 International Marketing
20.03.-22.03.2017	Tutorial 5: International Marketing
24.03.2017	Simulation: Managing Segments and Customers (Track 9 & 10)

Course Material

The required textbook for this course is:

- Kuester, S. (2017), *MKT 401 Marketing II – Strategic Marketing & Marketing in Specific Industry Contexts*, Reader, University of Mannheim.
- Homburg, Christian, Kuester, Sabine, and Harley Krohmer (2013), *Marketing Management – A Contemporary Perspective* (second edition), McGraw-Hill Higher Education, London.

The book is available in the major book stores in the vicinity of the university. There are also copies available at the University library and in online bookshops.

A reader with the lecture slides can be purchased at the chair of Marketing & Innovation in L5, 1 in the Roche Forum. Further details will be posted online via “ILIAS” and on the homepage of the department.

Monday, 13th February 2017 10:45 am – 12:45 pm
 Tuesday, 14th February 2017 12:15 pm – 01:45 pm