



# **Course Syllabus**

## **Marketing Management**

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**August – December 2018**

**X Cycle**

**Professor:**

**Estuardo Lu Chang-Say**

## **I. General Course Information**

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Subject	: Marketing Management	Code	: 04627
Requirement	: Marketing Strategy Planning	Semester	: 2018-II
Credits	: 3	Cycle	: X

## **II. Methodology Summary**

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The course is directed to able students in the use of marketing tools in order to optimize organizational resources since successful and non-successful study cases, strategic marketing implementation, the evaluation of market research cases, products positioning and re-positioning, and the correct use of strategies of price, distribution, advertising, sales promotion, selling, an others. It also included international marketing cases.

Students will develop a marketing management proposition along the course.

## **III. Course Objectives**

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The objective of the course is to strengthen student skills of expression and oral and written communication in the processes to explain the marketing plan and research works, showing skills of influence, inspire and encourage individuals and teams through decision-making models applied in business contexts.

It also handles concepts and integrated principles of management to analyze, diagnose and assess the opportunities, challenges, and current and future impact presenting the global environment, formulating the Strategic and Tactic Marketing Planning.

## **IV. Learning outcomes**

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At the end of the course, the student will:

- Understand the global context of the organizations.
- Discover the multifunctional and interdisciplinary nature of organizations.
- Identify opportunities and challenges in global markets
- Formulate and propose strategies of Marketing Mix.
- Manage and apply concepts of Marketing Management.
- Prepare and control Marketing Plans
- Able to lead marketing teams.

## V. Methodology

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The subject development considers

- Teacher assistance and lectures
- Active Participation of Student inside and outside classroom.
- Group Discussions.
- Readings, videos, case analysis and other resources
- Field and desk research
- Final Integrated Project Work

## VI. Evaluation

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The evaluation system is permanent and comprehensive. The note of the subject is obtained by averaging the continuous assessment (55%), the partial (20%) and final exam (20%).

Permanent evaluation results from the weighted average of the evaluations which correspond to the learning process of the student tracking: reading controls / qualified practices / cases / exhibitions / research (Marketing Plan) work / participation in classes / attendance and punctuality. The average of these ratings provides the corresponding note.

Project work will be a group testing and analysis of a Strategic and Tactic Marketing Plan of a product/brand. Three progresses will be presented during the course.

This work must be presented in a CD, using the file in Word (arial 11). It is imperative that the sources of information and bibliography are cited under the format APA. The CD must also contain file power point of exposure and all annexes which complement their work (videos, market studies, articles, etc.).

The weightings of permanent evaluation are described in the following table:

CONTINUOS ASSESMENT AVERAGE (PEP) 55%		
Type of assessment	Description	Weighting %
Reading Quizzes	3	12
Test	2 PC	15   15
Practical cases	4 study cases	20
Research/Project (Marketing Plan)	2 progresses (30%) + Final Paper + Exposition (70%)	40
Other activities	Participation in class, responsible activities	8

Final average (PF) is obtained in the following way:

$$PF = (0.20 \times EP) + (0.60 \times PEP) + (0.25 \times EF)$$

**Where:**

**PF** = Average end

**EP** = Mid-Term Exam

**PEP** = Average of continuous assessment table above)

**EF** = Final Exam

## VII. Scheduled content

WEEK	CONTENTS	ACTIVITIES / EVALUATION
<p>1° August 20 to 25</p>	<p><b>MARKETING MANAGEMENT</b></p> <ul style="list-style-type: none"> <li>• General Guidelines of the course.</li> <li>• Basic Marketing Concept Review</li> <li>• Functions and Responsibilities of Marketing Management</li> <li>• Market Strategies and Plan</li> </ul>	<p>Presentation of the methodology of the course.</p> <p>Guidelines for the development of the final work.</p>
	<p>KOTLER, P. &amp; KELLER, K. (2012) in <i>Marketing Management</i>. Chapter 1: Defining Marketing for the 21<sup>st</sup> Century (pp 2-27). Special p.16 Chapter 2: Development of marketing plans and strategies. (pp 32-64).</p>	
<p>2° August 27 to September 01</p>	<p><b>MARKETING PLAN (1) – DIAGNOSIS and STRATEGICAL FORMULATION</b></p> <ul style="list-style-type: none"> <li>• Concept and Structure</li> <li>• Planning Development</li> <li>• Goals and Objectives</li> <li>• Marketing Strategies</li> </ul>	<p>Reading: Cohen Promotion Healthy Families</p> <p>Sample of Marketing Plan pp 121-149</p>
	<p>COHEN, W. (2001) in <i>The Marketing Plan</i>. Prologue (pp. 1-6) Chapter 1: Step 1: Planning the Development of a Marketing Plan (pp 07-16) Chapter 2: Step 2: Scanning you Environment. (pp 17-31) Chapter 3: Step 3 Establishing Goals and Objectives (pp 33-39) Chapter 4: Step 4 Development Marketing Strategy (pp 41-61)</p>	
<p>3° September 03 to 08</p>	<p><b>BLUE OCEAN STRATEGY – CREATING NEW MARKETS</b></p> <ul style="list-style-type: none"> <li>• The pursuit of more attractive markets</li> <li>• How to create new valuable markets expanding the existing ones</li> <li>• How to create a new value proposition using ERIC matrix innovative approach.</li> </ul>	<p>Quiz 1 (Weeks 1 &amp; 2)</p>
	<p>CHAN, K. &amp; MAUGBORGNE, R. (2005) In <i>Blue Ocean Strategy</i>. Chaps. 1, 2 &amp; 3, Creating blue oceans, Analytical tools and Frameworks &amp; Reconstruction of the market boundaries.pp.1-80</p>	
<p>4° September 10 to 15</p>	<p><b>BUSINESS ANALYSIS</b></p> <ul style="list-style-type: none"> <li>• Organizational description.</li> <li>• SWOT - External and Internal analysis.</li> <li>• Porter 5 Competitive Forces Analysis.</li> </ul>	<p>Study Case 1</p>
	<p>KOTLER, p. and KELLER, k. <i>Marketing Management</i>. US Pearson. (14th Ed., 2012)</p>	

<p><b>5°</b> <i>September 17 to 22</i></p>	<p><b>MARKETING ENVIRONMENT, INSIGHTS &amp; RESEARCH</b></p> <ul style="list-style-type: none"> <li>Collecting Information and Forecasting Demands</li> </ul>	
<p><b>6°</b> <i>September 24 to 29</i></p>	<p><b>CONSUMER ANALYSIS, SEGMENTATION, TARGETING, POSITIONING</b></p> <ul style="list-style-type: none"> <li>Consumer Markets</li> <li>Segmentation and Targets</li> <li>Brand Positioning</li> </ul> <p>KOTLER, P. and KELLER, K. (2012) Op. cit. Chapter 5: Creating Long Term Loyalty Relationship (pp. 122-149) Chapter 6: Analyzing Consumer Markets (pp 150-181)</p>	<p>Test 1 (weeks 1 to 5)</p>
<p><b>7°</b> <i>October 01 to 06</i></p>	<p><b>PRODUCT</b></p> <ul style="list-style-type: none"> <li>Product and Services Strategies</li> <li>Differentiation of product (strategies).</li> <li>Portfolio decisions</li> <li>Components and strategic uses of the packaging.</li> <li>Development of new products.</li> </ul> <p>KOTLER, P. and KELLER, K. (2012) Op. cit. Chapter 12: Setting Product Strategy (pp 324-353)</p>	<p>Quiz 2 (weeks 5, 6 &amp; 7)</p>
<p><b>8°</b> <i>October 08 to 13</i></p>	<p><b>MID TERM EXAM</b></p>	<p>Up to week 7</p>
<p><b>9°</b> <i>October 15 to 20</i></p>	<p><b>SERVICES</b></p> <ul style="list-style-type: none"> <li>Components of Service</li> <li>The Flower of Services Process</li> <li>Services Gaps</li> <li>SERVQUAL model</li> </ul> <p>KOTLER, P. and KELLER, K. (2012) Op. Cit. Chapter 13: Designing and Managing Services (pp 354-381)</p> <p>LOVELOCK, C. (1991) In Principles of Services Marketing and Management Chap. 1 (pp. 6-15) Chap. 3 &amp; 4 (pp. 51-93)</p>	
<p><b>10°</b> <i>October 22 to 27</i></p>	<p><b>BRANDING</b></p> <ul style="list-style-type: none"> <li>Intellectual Property Right and Branding</li> <li>Brand elements</li> <li>Brand Management and Brand Identity</li> <li>Brand Strategies for a portfolio of products and line extension.</li> </ul> <p>AAKER, D. (1991). What is Brand Equity? In Managing Brand Equity. Chap. 1 (pp. 1-33) KAPFERER, J. (2012). Brand Identity and Positioning In the new strategic Brand management. Chap 7 (pp. 149-177) KELLER, K. (2013). Customer based Brand Equity and Brand Positioning. In Brand Management. Chap. 2 (pp. 67-97)</p>	<p>Study case 2</p>

<p><b>11°</b> October 29 to November 03</p>	<p><b>PRICE</b></p> <ul style="list-style-type: none"> <li>• Price Strategies and adjustments</li> <li>• Distribution Strategies.</li> <li>• Marketing Channels</li> </ul> <p>KOTLER, P. and KELLER, K. (2012) Op. Cit. Chapter 14: Developing Pricing Strategies and Programs (pp 382-413)</p>	<p>First Submission of Final Assignment</p>
<p><b>12°</b> November 05 to 10</p>	<p><b>DISTRIBUTION</b></p> <ul style="list-style-type: none"> <li>• Distribution Strategies.</li> <li>• Marketing Channels</li> <li>• Retailing and Merchandising</li> </ul> <p>KOTLER, P. and KELLER, K. (2012) Op. Cit. Chapter 15: Designing and Managing Integrated Marketing Channels (pp 414-445) Chapter 16: Managing Retailing, Wholesaling &amp; Logistics (pp 414-472)</p>	<p>Quiz 3 (weeks 9, 10 &amp; 11)</p>
<p><b>13°</b> November 12 to 17</p>	<p><b>COMMUNICATION VALUE</b></p> <ul style="list-style-type: none"> <li>• Integrated Marketing Communications</li> <li>• Mass and Personal Communication Strategies</li> </ul> <p>KOTLER, P. and KELLER, K. Op. Cit. Chapter 17: Designing and Managing Integrated Marketing Communications (pp 474-500) Chapter 18: Managing Mass Communications: Advertising, Sales Promotion, Events and Experience and Public Relations (pp 502-532) Chapter 19: Managing Personal Communications: Direct and Interactive Marketing, Word of Mouth, &amp; Personal Selling (pp 534-562)</p>	<p>Test 2 (weeks 9 to 12)</p>
<p><b>14°</b> November 19 to 24</p>	<p><b>MARKETING PLAN (2) - TACTICS AND IMPLEMENTATION</b></p> <ul style="list-style-type: none"> <li>• Short term Objectives and Marketing Tactics</li> <li>• Forecasting the Marketing Plan</li> <li>• Marketing Budgets</li> <li>• Implementation and Control Marketing System</li> </ul> <p>COHEN, W. (2001) Op. cit. Chapter 5: Step 5: Developing Marketing Tactics (pp 63-74) Chapter 6: Step 6: Forecasting for your Marketing Plan (pp 81-92) Chapter 7: Step 7: Calculating Important Financial Ratios for your Marketing Plan (pp 96-102) Chapter 8: Step 8: Presenting the Marketing Plan (pp 106-116)</p> <p>BOYD, H. &amp; WALKER, O. &amp; LARRÉCHÉ, JC. (3<sup>rd</sup> 1998). <i>Marketing Management. A Strategic Approach with a Global Orientation.</i> Chapter 19: Implementing Business and Marketing Strategies (pp. 464-484) Chapter 20: Controlling Marketing Strategies &amp; Programs (pp. 486-505)</p>	<p>Study Case 4</p>

<b>15°</b> November 26 to December 01	<b>Submission and presentation of Final Team Project</b>	Submission of final work exhibition
<b>16°</b> December 03 to 08	<b>FINAL EXAM</b>	

## VIII. Bibliography

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### Text books.

1. KOTLER, Philip & KELLER, Kevin. (2012).  
*Marketing Management*. (14th ed.) USA: Pearson Education/Prentice Hall.  
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### Complementary bibliography

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 Implementation*. (3rd Ed.) USA MacMillan Publishing Company.  
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 Kogan Page
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 Brand Equity*s. Fourth Edition, New York, Pearson Education Ltd.
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*Strategic Marketing Problems. Cases and Comments* (8<sup>th</sup> Ed) US Prentice Hall.  
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HF5415.13.L36 1995
13. LOVELOCK Christopher. & WRIGHT, Lauren. (1999) *Principles of Service Marketing and Management*. Prentice Hall
14. MUNUERA JL & RODRÍGUEZ, A (2007). *Estrategias de marketing*. (1ra.Ed.) Madrid-España: ESIC.
15. SAINZ DE VICUÑA(2011) *El Plan de marketing en la práctica*. (15va. ed.) Madrid-España; ESIC

## **IX. Professor**

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