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# Course Syllabus Marketing Management

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March - July 2019

Level X

Lu Chang-Say, Estuardo

## I. General information of the course

<b>Name of the course:</b>	Marketing Management		
<b>Prerequisite:</b>	Strategic Marketing Planning	<b>Code:</b>	04627
<b>Preceding:</b>	Does not have	<b>Semester:</b>	2019-1
<b>Credits:</b>	3	<b>Cycle:</b>	X
<b>Weekly hours:</b>	4 hours	<b>Modality of the course:</b>	Presential
<b>Career(s)</b>	Consumer Psychology	<b>Course coordinator:</b>	Varinia Bustos A. <a href="mailto:vbustos@esan.edu.pe">vbustos@esan.edu.pe</a>

## II. Summary

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 Objective

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 Results

As the outcome of completing this course, the student should be able to:

- Describe the global context of the organizations.
- Analyze 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

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. Assessment

The evaluation system is permanent and comprehensive. The note of the subject is obtained by averaging the permanent assessment (55%), the partial (20%) and final exam (25%).

Permanent evaluation results from the weighted average of the evaluations which correspond to the learning process of the student tracking: reading controls /graded assessment/ practical applications/ research/project (Marketing plan)/ 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, and in the virtual classroom 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 and virtual classroom must also contain file power point of exposure and all annexes which complement their work (videos, market studies, articles, etc.).

The final average (FA) is obtained as follows:

$$FA = (0,20 \times ME) + (0,55 \times CEA) + (0,25 \times FE)$$

**Where:**

- FA** = Final Average  
**ME** = Mid-Term Exam  
**CEA** = Continuous Evaluation Average  
**FE** = Final Exam

The continuous evaluation is the weighted average of the corresponding assessments: Reading Quizzes / Test / Practical Cases / Research/Project (Marketing Plan) and other activities. The average of these scores gives the corresponding note.

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

<b>CONTINUOUS EVALUATION AVERAGE - CEA 55%</b>		
<b>Evaluation Type</b>	<b>Description</b>	<b>Weighing %</b>
Reading Control	3 Quizzes	15%
Graded Assessment	2 Tests	30%
Practical applications	4 study cases	15%
Research/Project (Marketing Plan*)	1st draft (20%) + Final Paper (30%) + Team and Individual Oral Presentation (50%)	35%
Participation	Attendance and Participation in class discussions	5%

(\*) In the assessment of the written document of the research, aspects of content, monitoring and utilization of the standards of the American Psychological Association (APA) is further contemplated. Thereby it promotes communication skills in academic written down documents.

## VII. Program Content

WEEK	CONTENTS	ACTIVITIES / EVALUATION
<b>LEARNING UNIT I: STRATEGICAL DIAGNOSIS</b> <b>LEARNING RESULTS:</b> <ul style="list-style-type: none"> <li>• Understand the global context of the organizations.</li> <li>• Discover the multifunctional and interdisciplinary nature of organizations.</li> <li>• Identify opportunities and challenges in global markets</li> </ul>		
<b>1°</b> <b>From</b> <b>March 21</b> <b>to March</b> <b>30</b>	<b>1.1 MARKETING MANAGEMENT</b> 1.1.1 Basic Marketing Concept Review 1.1.2 Functions and Responsibilities of Marketing Management 1.1.3 Strategical versus Tactical Marketing 1.1.4 Market Strategies and Plan  <ul style="list-style-type: none"> <li>• Kotler, P. and 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).</li> <li>• ANDA (2014). <i>30 Años de Investigación de Mercados en el Peru</i>. Anda News 146.</li> </ul>	Presentation of the methodology of the course.  Guidelines for the development of the Final Assignment
<b>2°</b> <b>From 01</b> <b>to 06</b> <b>April</b>	<b>1.2 MARKETING PLAN I - DIAGNOSIS and STRATEGICAL FORMULATION</b> 1.2.1 Concept and Structure 1.2.2 Planning Development 1.2.3 Goals and Objectives 1.2.4 Business and Competitives Strategies 1.2.5 Marketing and Growth Strategies  <ul style="list-style-type: none"> <li>• 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)                Appendix A: Sample Marketing Plans: A5 Birralee Primary School (Australia) (pp 251-287)</li> </ul>	
<b>3°</b> <b>From 08</b> <b>to 13</b> <b>April</b>	<b>1.3 BLUE OCEAN STRATEGY - CREATING NEW MARKETS</b> 1.3.1 The pursuit of more attractive markets 1.3.2 How to create new valuable markets expanding the existing ones 1.3.3 How to create a new value proposition using ERIC matrix innovative approach.  <ul style="list-style-type: none"> <li>• Chan, K. &amp; Mauborgne, R. (2005) In <i>Blue Ocean Strategy</i>. Chap. 1, Creating blue oceans (pp. 1-22)                Chap. 2, Analytical tools and Frameworks (pp. 23-46)                Chap. 3, Reconstruction of the market boundaries. (pp.47-80)</li> </ul>	<b>Study Case 1</b> <b>Marketing Plan</b> Cohen, W. (2001) Appendix A: Sample Marketing Plans: A5 Birralee Primary School (Australia) (pp 251-287)

<p><b>4° From April 15 to 20</b></p> <p><b>(Holiday 18,19 and April 20)</b></p>	<p><b>1.4 BUSINESS ANALYSIS</b></p> <p>1.4.1 Importance and Valuation Matrix</p> <p>1.4.2 BCG Matrix for Product Portfolio Analysis</p> <p>1.4.3 1.4.3 I-E Matrix for Strategical Decisions and Strategies</p> <ul style="list-style-type: none"> <li>Kotler, P. and Keller, K. (2012) Op. Cit. Chapter 3: Collecting Information and Forecasting Demand (66-95) Chapter 4: Conducting Marketing Research (pp 96-120)</li> </ul>	<p><b>Quiz 1 (Weeks 1 to 2)</b></p> <p>Kotler, P. and Keller, K. (2012) Op. Cit. Chaps 1 &amp; 2 (pp 2-27) &amp; (pp 32-64).</p> <p>Cohen, W. (2001) Op. Cit. Chap. 1. (pp 07-16).</p> <p>ANDA (2014). <i>30 Años de Investigación de Mercados en el Peru</i>. Anda News 146.</p> <p><b>Classes in laboratory</b></p>
<p><b>5° From April 22 to 27</b></p>	<p><b>1.5 MARKETING ENVIRONMENT, INSIGHTS &amp; RESEARCH</b></p> <p>1.5.1 Collecting Information</p> <p>1.5.2 Market Size Estimation, Demand and Sales Forecasting: Cualitatives and Quantitatives Techniques</p> <ul style="list-style-type: none"> <li>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)</li> <li>EFFIE AWARD Peru (2019) <i>Tendencias de Marketing y Publicidad. Análisis de la Campañas Finalistas 2018.</i></li> </ul>	<p><b>Test 1 (Week 1 to 5) From 1.1 to 1.4</b></p> <p>Readings:</p> <p>Kotler, P. and Keller, K. (2012) Op. Cit. Chapter 3: (66-95), Chapter 4 (pp 96-120) &amp; Chapter 5: (pp. 122-149)</p> <p><b>Classes in laboratory</b></p>
<p><b>LEARNING UNIT II: STRATEGICAL FORMULATION</b></p> <p><b>LEARNING RESULTS:</b> Formulate and propose strategies of Marketing Mix.</p>		
<p><b>6° From April 29 to May 4</b></p>	<p><b>2.1 CONSUMER ANALYSIS, SEGMENTATION, TARGETING AND, POSITIONING</b></p> <p>2.1.1 Growth Strategies</p> <p>2.1.2 Segmentation and Targeting</p> <p>2.1.3 Brand Positioning and Value Proposition</p> <ul style="list-style-type: none"> <li>Kotler, P. and Keller, K. (2012) Op. cit. Chapter 8: Identifying Markets Segments and Targets (pp 212-238) Chapter 9: Creating Brand Equity (pp 240-273) Chapter 10: Crafting the Brand Positioning (pp 274-297) Chapter 11: Competitive Dynamics (pp 298-322)</li> </ul>	<p><b>Case Study 2 Insights &amp; Research, Consumer Analysis and Positioning</b></p> <p>EFFIE AWARD Peru (2019) <i>Tendencias de Marketing y Publicidad. Análisis de la Campañas Finalistas 2018.</i></p>
<p><b>7° From May 06 to 11</b></p>	<p><b>2.2 PRODUCT</b></p> <p>2.2.1 Importance of product innovation</p> <p>2.2.2 New product development process</p> <p>2.2.3 Product and Services Strategies</p> <p>2.2.4 Components and strategic uses of the packaging.</p> <p>2.2.5 Development of new products.</p> <ul style="list-style-type: none"> <li>Kotler P. and Keller, K. (2012) Op. cit. Chapter 12: Setting Product Strategy (pp 324-353)</li> </ul>	<p><b>Quiz 2 (Week 6 &amp; 7)</b></p> <p>Chan, K. &amp; Mauborgne, R. (2005) Op. cit. Chap. 1, (pp. 1-22), Chap. 2, (pp. 23-46) &amp; Chap. 3, (pp.47-80).</p> <p>Kotler, P. (2012) Op. cit. Chapter 9: (pp 240-273) Chapter 10: (pp 274-297)</p>

<b>8°</b> <b>From May</b> <b>13 to 18</b>	<b>MID-TERM EXAMS</b>	
<b>LEARNING UNIT III: MARKETING MIX STRATEGIES</b> <b>LEARNING RESULTS:</b> Manage and apply concepts of Marketing Management.		
<b>9°</b> <b>From May</b> <b>20 to 25</b>	<b>3.1 SERVICES</b> 3.1.1 Components of Service 3.1.2 The Flower of Services Process 3.1.3 Services Gaps 3.1.4 SERVQUAL model 3.1.5 Designing the process a Blue Print  <ul style="list-style-type: none"> <li>• Kotler, P. and Keller, K. (2012) Op. Cit. Chapter 13: Designing and Managing Services (pp 354-381)</li> <li>• Lovelock, C. (1991) In Principles of Services Marketing and Management Chap. 1 (pp. 6-15) Chap. 3 &amp; 4 (pp. 51-93)</li> </ul>	Classes in laboratory
<b>10°</b> <b>From May</b> <b>27 to</b> <b>June 1</b>	<b>3.2 BRANDING</b> 3.2.1 Intellectual Property Right and Branding 3.2.2 Brand elements 3.2.3 Brand Management, Brand Identity and Image 3.2.4 Customer based Brand Equity 3.2.5 Brand Strategies for a portfolio of products and line extension.  <ul style="list-style-type: none"> <li>• Aaker D. (1991). What is Brand Equity? In Managing Brand Equity. Chap. 1 (pp. 1-33)</li> <li>• Kapferer, J. (2012). Brand Identity and Positioning In the new strategic Brand management. Chap 7 (pp. 149-177)</li> <li>• Keller, K. (2013). Customer based Brand Equity and Brand Positioning. In Brand Management. Chap. 2 (pp. 67-97)</li> <li>• Vukasovic T. (2016) <i>A Conceptual Framework for Understanding Consumer - Based Brand Equity</i>. Technology, Innovation and Industrial Management.</li> </ul>	<b>Study case 3</b> <b>Product, Services and</b> <b>Branding</b>
<b>11°</b> <b>From</b> <b>June 03</b> <b>to June</b> <b>08</b>	<b>1.5 PRICING</b> 1.5.1 Price Strategies 1.5.2 Price versus Perceived Value Matrix 1.5.3 Price Tactics  <ul style="list-style-type: none"> <li>• Kotler, P. and Keller, K. (2012) Op. Cit. Chapter 14: Developing Pricing Strategies and Programs (pp 382-413)</li> </ul>	<b>First Delivery of Final</b> <b>Assignment</b>  Classes in laboratory
<b>LEARNING UNIT IV: TACTIC AND IMPLEMENTATION</b> <b>LEARNING RESULTS:</b> <ul style="list-style-type: none"> <li>• Prepare and control Marketing Plans</li> <li>• Able to lead marketing teams.</li> </ul>		
<b>12°</b>	<b>4.1 PLACEMENT</b> 4.1.1 Channels and Distribution Strategies. 4.1.2 Distribution Market Reserch: Market Audit	<b>Quiz 3</b> <b>(Weeks 9 - 11)</b>

<p><b>From June 10 to 15</b></p>	<p>4.1.3 Merchandising and Category Management 4.1.4 Shopper marketing</p> <ul style="list-style-type: none"> <li>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)</li> <li>Gwal A. &amp; Gwal R. (2016) <i>Brewing Loyalty through Brand Experience: The CCD Way</i>. LBS Journal of Management and Research Vol. XIV No. 1.</li> </ul>	<p>Kapferer, J. (2012).Op. cit. Chap 7 (pp. 149-177). Keller, K. (2013). Op.cit. Chap. 2 (pp. 67-97). Vukasovic T. (2016) <i>A Conceptual Framework for Understanding Consumer - Based Brand Equity</i>. Technology, Innovation and Industrial Management.</p> <p>Classes in laboratory</p>
<p><b>13° From June 17 to 22</b></p>	<p><b>4.2 COMMUNICATION VALUE</b> 4.2.1 Integrated Marketing Communications 4.2.2 Mass and Personal Communications 4.2.3 Interactive Communications 4.2.4 Creating Brand Experiences</p> <ul style="list-style-type: none"> <li>Kotler, P. and Keller, K. (2012) 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)</li> <li>Godey &amp; Others (2016) <i>Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior</i>. Journal of Business Research</li> </ul>	<p><b>Test 2 in Laboratory (weeks 7 to 10) From 3.1 to 3.3 Readings</b> Kotler, P. and Keller, K. (2012) Op. Cit. Chapter 3: (66-95), Chapter 4 (pp 96-120) &amp; Chapter 5: (pp. 122-149). Gwal A. &amp; Gwal R. (2016) <i>Brewing Loyalty through Brand Experience: The CCD Way</i>. LBS Journal of Management and Research Vol. XIV No. 1.</p> <p>Classes in laboratory</p>
<p><b>14° From June 24 to 29</b></p>	<p><b>4.3 MARKETING PLAN II - TACTICS AND IMPLEMENTATION</b> 4.3.1 Marketing Tactics 4.3.2 Forecasting the Marketing Plan 4.3.3 Marketing Budgets 4.3.4 Implementation and Control Marketing System</p> <ul style="list-style-type: none"> <li>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)</li> </ul>	<p><b>Study Case 4 Placement and Communications</b></p>
<p><b>15° From 01 to 06 July</b></p>	<p><b>Submission and oral presentation of Final team Project</b> (Special dates / times for this activity will be scheduled)</p>	<p><b>Delivery and final work exhibition</b></p>
<p><b>16° From 08 to July 13</b></p>	<p><b>FINAL EXAMS</b></p>	



## VIII. References

### Basic Course Textbook:

- Kotler, P. & Keller, K. (2012). *Marketing Management*. (14th ed.) USA: Pearson Education/Prentice Hall.

### Complementary Bibliography:

- Aaker, D. (1991). *Managing Brand Equity*. New York, The Free Press.
- ANDA (2014). *30 Años de Investigación de Mercados en el Peru*. Anda News 146.
- ANDA (2014). *30 Años de Marketing en el Peru*. Anda News 145.
- Cohen, W. (2006). *The Marketing Plan*. (5th Ed). USA: John Wiley & Sons, Inc.
- Chan, K. & Mauborgne, R. (2005). *Blue Ocean Strategy*. Boston: Harvard Business School Press.
- Czinkota, M. & Others (15 authors). (2000). *Marketing Best Practices*. (1<sup>st</sup> Ed) Orlando: The Dryden Press. HF5415 C95 2000
- EFFIE AWARD Peru (2019) *Tendencias de Marketing y Publicidad. Análisis de la Campañas Finalistas 2018*.
- Godey & Others (2016) *Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior*. Journal of Business Research
- Gwal A. & Gwal R. (2016) *Brewing Loyalty through Brand Experience: The CCD Way*. LBS Journal of Management and Research Vol. XIV No. 1.
- Kahn, K. (2006). *New Product Forecasting: An Applied Perspective*. Sharpe Inc. Download free version by chapters at:  
<http://site.ebrary.com/lib/esan/docDetail.action?docID=10178089&p00=kahn>
- Kapferer, J.N. (2012) *The New Strategic Brand Management*. (5<sup>th</sup> Ed.) London: Kogan Page
- Keller, K. (2013). *Strategic Brand Management. Building, Managing and Measuring Brand Equity*. (4<sup>th</sup> Ed.). New York: Pearson Education Ltd.
- Kerin, Roger & Peterson, R. (2012). *Strategic Marketing Problems. Cases and Comments* (13<sup>th</sup> Ed) US: Prentice Hall.
- Lovelock, C. & Wright, L. (2001) *Principles of Service Marketing and Management*. (2<sup>nd</sup> Ed.) Prentice Hall
- Sainz De Vicuña. (2011). *El Plan de marketing en la práctica*. (15va. ed.) Madrid: ESIC
- Vukasovic T. (2016) *A Conceptual Framework for Understanding Consumer - Based Brand Equity*. Technology, Innovation and Industrial Management.

## **IX. Laboratory support**

Computer lab with MS Excel will be used for practical classes in Week 5, 6, 11 & 13

## **X. Professor**

Lu Chang-Say, Estuardo  
[elu@esan.edu.pe](mailto:elu@esan.edu.pe)