



UNIVERSIDAD
esan

Course Syllabus

Marketing Management

August – December 2021 - 2

X Level

Professor:

Lu Chang-Say, Estuardo

I. General information of the course

Name of the course:	Marketing Management		
Prerequisite:	Strategic Marketing Planning	Code:	04627
Preceding:	Does not have	Semester:	2021-2
Credits:	3	Level:	X
Weekly hours:	4 hours	Modality of the course:	Remote - Synchronous
Career(s)	Consumer Psychology	Course coordinator:	Varinia Bustos A. vbustos@esan.edu.pe

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 and 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:

- Understand the multifunctional and interdisciplinary nature of organizations.
- Identify opportunities and challenges in global markets
- Generate powerful product concepts from ideas
- Determine the market potential for a new product
- Manage and apply concepts of Marketing Management.
- Formulate and propose strategies of Marketing Mix.
- Prepare and control a Marketing Plan.
- 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 obtain 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 present during the course.

This work must be present in the virtual classroom using the file in Word (Arial 11). It is imperative that the sources of information and bibliography are cite under the format APA. The virtual classroom must also contain the power point file of the oral exposure and all annexes which complement their work (excels, videos, market studies, articles, etc.).

The final average (FA) is obtain 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 describe in the following table:

CONTINUOUS EVALUATION AVERAGE - CEA 55%		
Evaluation Type	Description	Weighting %
Reading Control	3 Quizzes	15%
Graded Assessment	2 Tests	30%
Practical applications	4 study cases and Activities in class	15%
Research/Project (Marketing Plan*)	1st Report in progress (20%) + Final Report (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 contemplate. Thereby it promotes communication skills in academic written down documents.

VII. Program Content

WEEK	CONTENTS	ACTIVITIES / EVALUATION
LEARNING UNIT I: STRATEGICAL DIAGNOSIS AND MARKETING PLANNING		
LEARNING RESULTS:		
<ul style="list-style-type: none"> Understand the global context of the organizations. Discover the multifunctional and interdisciplinary nature of organizations. Identify opportunities and challenges in global markets 		
1° From August 23rd to 28th	1.1 MARKETING MANAGEMENT 1.1.1 Basic Marketing Concepts Review 1.1.2 Value Generation and Brand Importance 1.1.3 Holistic Marketing 1.1.4 Functions and Responsibilities of Marketing Management	Presentation of the methodology of the course. Guidelines for the development of the Final Assignment
	Mandatory reading: <ul style="list-style-type: none"> Kotler, P. and Keller, K. (2012) in <i>Marketing Management</i>. Chapter 1: Defining Marketing for the 21st Century (pp 2-27). Special p.16 Chapter 2: Development of marketing plans and strategies. (pp 32-64). ANDA (2014). <i>30 Años de Investigación de Mercados en el Peru</i>. Anda News 146. 	

<p style="text-align: center;">2° From August 30th to September 4th</p>	<p>1.2 MARKETING PLAN - STRATEGICAL: BUSINESS ANALYSIS, DIAGNOSIS & FORMULATION</p> <p>1.2.1 Strategic versus Tactical Marketing 1.2.2 Strategical Diagnosis 1.2.3 BCG Matrix for Product Portfolio Analysis 1.2.4 Goals and Objectives Setting 1.2.5 Business and Competitive & Growth Strategies 1.2.6 I-E Matrix for Strategical Decisions and Strategies</p> <p>Mandatory reading:</p> <ul style="list-style-type: none"> Cohen, W. (2001) in <i>The Marketing Plan</i>. Prologue (pp. 1-6) Chap. 1. Step 1: Planning the Development of a Marketing Plan (pp 07-16) Chap. 2. Step 2: Scanning you Environment. (pp 17-31) Chap. 3. Step 3 Establishing Goals and Objectives (pp 33-39) Chap. 4. Step 4 Development Marketing Strategy (pp 41-61) 	<p style="text-align: center;">Quiz 1 (Weeks 1 to 2)</p> <p>Kotler, P. and Keller, K. (2012) Op. Cit. Chaps. 1 & 2 (pp. 2-27) & (pp. 32-64). Cohen, W. (2001) Op. Cit. Chap. 1. (pp. 07-16). ANDA (2014). 30 Años de Investigación de Mercados en el Peru. Anda News 146.</p>
<p style="text-align: center;">3° From September 6th to 11th</p>	<p>1.3. BLUE OCEAN STRATEGY: MARKET CREATION</p> <p>1.3.1 Blue Ocean vs. Red Ocean Markets 1.3.2. How to Find Blue Ocean Markets 1.3.3 Innovation using ERIC Matrix.</p> <p>1.4 MARKETING PLAN - OPERATIONAL: TACTICS AND IMPLEMENTATION</p> <p>1.4.1 Marketing Tactics and Alignment with Objectives 1.4.2 Forecasting the Marketing Plan 1.4.3 Marketing Budgets 1.4.4 Implementation and Control Marketing System.</p> <p>Mandatory reading:</p> <ul style="list-style-type: none"> Kim Chan & 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) Cohen, W. (2001) in <i>The Marketing Plan</i> Chap. 5. Step 5: Developing Marketing Tactics (pp 63-74) Chap. 6. Step 6: Forecasting for your Marketing Plan (pp 81-92) Appendix A: Sample Marketing Plans: A5 Birrale Primary School (Australia) (pp 251-287) 	<p style="text-align: center;">Study Case #1 Marketing Plan</p> <p>Cohen, W. (2001) Appendix A: Sample Marketing Plans: A5 Birrale Primary School (Australia) (pp 251-287)</p>
<p style="text-align: center;">4° From September 13th to 18th</p>	<p>1.5 MARKET AND CONSUMER ANALYSIS</p> <p>1.5.1 Marketing Information System 1.5.2 Brand Tracking 1.5.3 Applied Market Research Types 1.5.4 Customer Value and Value Proposition 1.5.5 Importance and Valuation Matrix 1.5.6 Innovation to Differentiate</p> <p>Mandatory reading:</p> <ul style="list-style-type: none"> Kotler, P. and Keller, K. (2012) Op. cit. Chapter 4: Conducting Marketing Research (pp 96-120) Chapter 6: Analyzing Consumer Markets (pp 150-181) 	<p style="text-align: center;">Classes in laboratory</p>
<p style="text-align: center;">5° From</p>	<p>1.6 DEMAND FORECAST</p> <p>1.6.1 Forecasting the demand: Market Size Estimation. 1.6.2 Analysis of historical market size information</p>	<p style="text-align: center;">Test 1 From 1.1 to 1.4</p>

September 20th to 25th	<p>1.6.3 Quantitatives and Qualitative Techniques</p> <p>Mandatory reading:</p> <ul style="list-style-type: none"> Kotler, P. and Keller, K. (2012) Op. cit. Chapter 3: Collecting Information and Demand Forecast (66-95) 	<p>Readings: Chan, K. & Mauborgne, R. (2005) Op. cit. Chap. 1, 2 & 3 (pp. 1-22), (pp. 23-46) & (pp.47-80).</p> <p>Classes in laboratory</p>
6° From September 27th to October 02th	<p>1.6 DEMAND FORECAST</p> <p>1.6.4 Applications cases: New Inventions, Disruptions and Line Extensions</p> <p>Mandatory reading:</p> <ul style="list-style-type: none"> Kahn, K. (2006). Chap. 1. In New Product Forecasting: An Applied Perspective. (pp. 10-18.). Sharpe Inc. 	<p>Case Study #2 Insights & Research, Consumer Analysis and Positioning</p> <p>Mkt. Research and Consulting Proposals for Final Project</p>
<p>LEARNING UNIT II: STRATEGICAL FORMULATION</p> <p>LEARNING RESULTS:</p> <p>Manage and apply concepts of Marketing Management.</p>		
7° From October 04th to 09th	<p>2.1 POSITIONING STRATEGY & CONCEPT CREATION</p> <p>2.1.1 Segmentation and Targeting Process</p> <p>2.1.2 Positioning Steps</p> <p>2.1.3 Value Judgement Matrix Positioning vs Price</p> <p>2.1.4 Positioning Principles and Differential Types</p> <p>2.1.5 How the Mind Perception Works?</p> <p>2.1.6 Concept Creation and Positioning Statement</p> <p>Mandatory reading:</p> <ul style="list-style-type: none"> Kotler, P. and Keller, K. (2012) Op. cit. Chapter 8: Identifying Markets Segments and Targets (pp 212-238) Chapter 10: Crafting the Brand Positioning (pp. 274-297) EFFIE AWARD Peru (2019) Tendencias de Marketing y Publicidad. Análisis de la Campañas Finalistas 2018. 	<p>Quiz 2 (Week 5 & 7)</p> <p>Kotler, P. (2012) Op. cit. Chaps. 3, 4 & 10 (pp. 66-95), (pp. 96-120) & (pp. 274-297)</p> <p>EFFIE AWARD Peru (2019) Tendencias de Marketing y Publicidad. Análisis de la Campañas Finalistas 2018.</p>
8° From October 11th to 16th	<p style="text-align: center;">MID-TERM EXAMS MANDATORY COURSES</p>	
<p>LEARNING UNIT III: MARKETING MIX STRATEGIES</p> <p>LEARNING RESULTS:</p> <ul style="list-style-type: none"> Formulate and propose strategies of Marketing Mix. 		
9° From October 18th to 23th	<p>3.1 PRODUCT</p> <p>3.1.1 Importance of product Innovation and Sustainability</p> <p>3.1.2 New product development process</p> <p>3.1.3 Product and Services Strategies</p> <p>3.1.4 Components and Strategic use of the Packaging</p> <p>Mandatory reading:</p> <ul style="list-style-type: none"> Kotler P. and Keller, K. (2012) Op. cit. Chapter 11: Competitive Dynamics (pp. 298-322) Chapter 12: Setting Product Strategy (pp 324-353) 	<p>Classes in laboratory</p>

<p style="text-align: center;">10° From October 25th to 30th</p>	<p>3.2 BRANDING</p> <p>3.2.1 Intellectual Property Right and Branding 3.2.2 Brand elements: Brand Name Selection 3.2.3 Brand Management, Brand Identity and Image 3.2.4 Customer based Brand Equity 3.2.5 Brand Portfolio Strategies and Line Extensions.</p> <p>Mandatory reading:</p> <ul style="list-style-type: none"> • Aaker D. (1991). What is Brand Equity? In <i>Managing Brand Equity</i>. 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 <i>Brand Management</i>. 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 style="text-align: center;">Case Study #3 Product, Services and Branding</p>
<p style="text-align: center;">11° From November 1st to 6th</p>	<p>3.3 SERVICES, CUSTOMER EXPERIENCE AND LOYALTY</p> <p>3.3.1 Components of Service 3.3.2 The Flower of Services Process 3.3.3 Services Gaps 3.3.4 SERVQUAL model 3.3.5 Designing the process with a Blue Print</p> <p>Mandatory reading:</p> <ul style="list-style-type: none"> • Kotler, P. and Keller, K. (2012) Op. Cit. Chapter 13: Designing and Managing Services (pp 354-381) • Lovelock, C. (1991) In <i>Principles of Services Marketing and Management</i> Chap. 1 (pp. 6-15) Chap. 3 & 4 (pp. 51-93) 	<p style="text-align: center;">First Progress of Final Assignment (Check Guidelines)</p> <p style="text-align: center;">Classes in laboratory</p>
<p>LEARNING UNIT IV: TACTIC AND IMPLEMENTATION</p>		
<p>LEARNING RESULTS:</p> <ul style="list-style-type: none"> • Prepare and control Marketing Plans. • Able to lead marketing teams. 		
<p style="text-align: center;">12° From November 8th to 13th</p>	<p>4.1 PRICING</p> <p>4.1.1 Price Strategies and Policy 4.1.2 Price versus Perceived Value Matrix 4.1.3 Price Tactics and Price structure</p> <p>Mandatory Reading:</p> <ul style="list-style-type: none"> • Kotler, P. and Keller, K. (2012) Op. Cit. Chapter 14: Developing Pricing Strategies and Programs (pp 382-413) 	<p style="text-align: center;">Quiz 3 (Weeks 9 - 11)</p> <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>.</p> <p style="text-align: center;">Classes in laboratory</p>
<p style="text-align: center;">13° From November 15th to 20th</p>	<p>4.2 PLACEMENT</p> <p>4.2.1 Channels and Distribution Strategies. 4.2.2 Distribution Market Reserch: Market Audit 4.2.3 Merchandising and Category Management 4.2.4 Shopper marketing</p> <p>Mandatory reading:</p> <ul style="list-style-type: none"> • Kotler, P. and Keller, K. (2012) Op. Cit. 	<p style="text-align: center;">Test 2 in Laboratory From 3.1 to 3.3 Readings</p> <p>Kotler, P. and Keller, K. (2012) Op. Cit. Chapter, 12 & 13: (pp. 324-353), (pp. 354-381). Gwal A. & Gwal R. (2016) <i>Brewing Loyalty through</i></p>

	<p>Chapter 15: Designing and Managing Integrated Marketing Channels (pp 414-445) Chapter 16: Managing Retailing, Wholesaling & Logistics (pp 414-472)</p> <ul style="list-style-type: none"> Gwal A. & Gwal R. (2016) <i>Brewing Loyalty through Brand Experience: The CCD Way</i>. LBS Journal of Management and Research Vol. XIV No. 1. 	<p><i>Brand Experience: The CCD Way</i>. LBS Journal of Management and Research Vol. XIV No. 1.</p> <p>Classes in laboratory</p>
<p>14° From November 22th to 27th</p>	<p>4.3 COMMUNICATION VALUE</p> <p>4.3.1 Integrated Marketing Communications 4.3.2 Mix Elements of Promotions 4.3.3 Earned Media and Shared Media 4.3.4 Promotions to Create Brand Experiences</p>	<p>Case Study #4 Placement and Communications</p>
	<p>Mandatory reading:</p> <ul style="list-style-type: none"> 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, & Personal Selling (pp 534-562) Godey & Others (2016) <i>Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior</i>. Journal of Business Research 	
<p>15° From November 29th to December 4th</p>	<p>Submission and Oral Presentation of Final team Project (Special dates / times for this activity will be scheduled)</p>	<p>Final Project Submission and Oral Presentation</p>
<p>16° From December 6th to 11th</p>	<p>FINAL EXAMS MANDATORY COURSES</p>	<p>From 2.1 to 4.3</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.
- 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*. (5th Ed.) London: Kogan Page
- Keller, K. (2013). *Strategic Brand Management. Building, Managing and Measuring Brand Equity*. (4th Ed.). New York: Pearson Education Ltd.
- Kerin, Roger & Peterson, R. (2012). *Strategic Marketing Problems. Cases and Comments* (13th Ed) US: Prentice Hall.
- Lovelock, C. & Wright, L. (2001). *Principles of Service Marketing and Management*. (2nd 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

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