



Course Syllabus

Marketing Management

March – July 2024-1

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:	2024-1
Credits:	3	Level:	X
Weekly hours:	4 hours	Modality of the course:	Face to face
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 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 competitive 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 and differential concepts from a product idea.
- Determine the market attractiveness and potential for a new product.
- Effectively apply strategical and tactical marketing decisions
- Formulate and propose strategies of Marketing Mix.
- Able to communicate effectively with a range of audiences and lead marketing teams with multifunctional roles.

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 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 obtained as follows:

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

Where:

- FA** = Final Average
ME = Mid-Term Exam
PAA = Permanent Assessment 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:

PERMANENT ASSESSMENT AVERAGE - PAA 55%		
Evaluation Type	Description	Weighing %
Diagnostic Test	Test to find out entrance level	0%
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%) + Oral Team Presentation (20%) & Individual Presentation (30%)	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 competitive global environments of businesses. Discover the multifunctional and interdisciplinary nature of organizations. Identify opportunities and challenges in global markets Formulate and define strategical marketing decisions 		
1° From March 21st to 27th	1.1 MARKETING MANAGEMENT 1.1.1 Basic Marketing Concepts Review 1.1.2 Value Generation and Brand Importance	Presentation of the methodology of the course. Guidelines for the development of the Final Assignment
	Mandatory reading: Kotler, P. and Keller, K. (2012) in <i>Marketing Management</i> . Chapter 1: Defining Marketing for the 21 st Century (pp 2-27). Special p.16	
2° From April 1st to April 6th	1.1.3 Importance of Holistic Marketing 1.1.4 New Marketing Realities and Capabilities 1.2 MARKETING PLAN - STRATEGICAL: BUSINESS ANALYSIS, DIAGNOSIS & FORMULATION 1.2.1 Strategical versus Tactical Marketing 1.2.2 Strategical Diagnosis and Formulation	Quiz 1 (Weeks 1 to 2) 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).

	<p>Mandatory readings: Kotler, P. and Keller, K. (2012) in Marketing Management. Chapter 2: Development of marketing plans and strategies. (pp. 32-64). ANDA (2014). 30 Años de Investigación de Mercados en el Perú. Anda News 146.</p>	<p>ANDA (2014). 30 años de Investigación de Mercados en el Perú. Anda News 146.</p>
<p>3° From April 8th to 13th</p>	<p>1.2.3 BCG Matrix for Product Portfolio Analysis 1.2.4. Goals and Objectives Setting and Differences 1.2.4 Business and Competitive & Growth Strategies 1.2.5 I-E Matrix for Strategical Decisions.</p> <p>Mandatory reading: 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)</p> <p>Complementary readings: Cohen, W. (2001) in <i>The Marketing Plan</i>. 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>	<p>Study Case #1 Marketing Plan Cohen, W. (2001) Appendix A: Sample Marketing Plans: A5 Birralee Primary School (Australia) (pp 251-287)</p>
<p>4° From April 15th to 20th</p>	<p>1.3. BLUE OCEAN STRATEGY: MARKET CREATION 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 1.4.1 Marketing Tactics and Alignment with Objectives 1.4.2 Forecasting the Marketing Plan and Controlling</p> <p>Mandatory readings: Kim Chan & Mauborgne, R. (2005) In Blue Ocean Strategy. 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)</p> <p>Cohen, W. (2001) in The Marketing Plan 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 Birralee Primary School (Australia) (pp 251-287)</p>	<p>Classes in laboratory</p>
<p>5° From April 22nd to 27th</p>	<p>1.5 MARKET AND CONSUMER ANALYSIS 1.5.1 Marketing Information System 1.5.2 Brand Tracking as support for marketing decisions 1.5.3 Applied Market Research Types 1.5.4 Customer Value and Value Proposition Designing</p> <p>Mandatory reading: Kotler, P. and Keller, K. (2012) Op. cit. Chapter 4: Conducting Marketing Research (pp 96-120)</p> <p>Complementary reading: Kotler, P. and Keller, K. (2012) Op. cit. Chapter 6: Analyzing Consumer Markets (pp 150-181)</p>	<p>Test 1 From 1.1 to 1.4 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>

<p>6° From April 29th to May 4th</p>	<p>1.5.5 Importance and Valuation Matrix 1.5.6 Innovation to Differentiate and Creative Techniques</p> <p>1.6 SEGMENTATION AND TARGETING 1.6.1 Market Segmentation and Target Market Selection.</p> <p>Mandatory reading: Kotler, P. and Keller, K. (2012) Op. cit. Chapter 3: Collecting Information and Demand Forecast (66-95)</p> <p>Complementary reading: Baker, M. & Hart, S. (2007). Chaps. 8. Idea management for new product development. In <i>Product Strategy & Management</i>. (pp. 215-254).</p>	<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 LEARNING RESULTS: Manage and apply concepts of Marketing Management.</p>		
<p>7° From May 6th to 11th</p>	<p>1.7 MARKET SIZE & DEMAND FORECASTING 1.7.2 Forecasting the demand: Market Size Estimation. 1.7.3 Analysis of historical market size information 1.7.4 Quantitative and Qualitative Techniques for Forecasting 1.7.5 Applications cases: New Inventions, Disruptions and Line Extensions.</p> <p>Complementary reading: Kahn, K. (2006). Chap. 1. In <i>New Product Forecasting: An Applied Perspective</i>. (pp. 10-18.). Sharpe Inc.</p>	<p>Quiz 2 (Week 5 & 7) Kotler, P. (2012) Op. cit. Chaps. 3, 4 & 10 (pp. 66-95), (pp. 96-120) & (pp. 274-297) EFFIE AWARD Peru (2019) Tendencias de Marketing y Publicidad. Análisis de la Campañas Finalistas 2018.</p>
<p>8° From May 13th to 18th</p>	<p>MID-TERM EXAMS MANDATORY COURSES</p>	
<p>LEARNING UNIT III: MARKETING MIX STRATEGIES LEARNING RESULTS:</p> <ul style="list-style-type: none"> Formulate and propose strategies of Positioning and Branding 		
<p>9° From May 20nd to 25th</p>	<p>2.1 POSITIONING STRATEGY & CONCEPT CREATION 2.1.1 Segmentation and Targeting Process 2.1.2 Positioning Steps 2.1.3 Value Judgement Matrix Positioning vs Price 2.1.4 Positioning Principles and Differential Types 2.1.5 How the Mind Perception Works? 2.1.6 Concept Creation and Positioning Statement</p> <p>Mandatory readings: Kotler, P. and Keller, K. (2012) Op. cit. Chapter 10: Crafting the Brand Positioning (pp. 274-297)</p> <p>Complementary readings:</p>	<p>Classes in laboratory</p>

	<p>Kotler, P. and Keller, K. (2012) Op. cit. Chapter 8: Identifying Markets Segments and Targets (pp 212-238)</p> <p>Baker, M. & Hart, S. (2007). Chaps. 10. Concept Development and Testing. In <i>Product Strategy & Management</i>. (pp. 274-307).</p> <p>EFFIE AWARD Peru (2019) Tendencias de Marketing y Publicidad. Análisis de la Campañas Finalistas 2018.</p>	
<p>10° From May 27th to June 1st</p>	<p>3.1 PRODUCT STRATEGIES & TACTICS</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: Kotler P. and Keller, K. (2012) Op. cit. Chapter 12: Setting Product Strategy (pp 324-353)</p> <p>Complementary reading: Kotler P. and Keller, K. (2012) Op. cit. Chapter 11: Competitive Dynamics (pp. 298-322)</p>	<p>Case Study #3 Product, Services and Branding</p>
<p>11° From June 3rd to 8th</p>	<p>3.2 BRANDING STRATEGIES</p> <p>3.2.1 Intellectual Property Right and Branding</p> <p>3.2.2 Brand elements: Brand Name Selection</p> <p>3.2.3 Brand Management, Brand Identity, and Image</p> <p>3.2.4 Brand Equity Elements and measurement</p> <p>3.2.5 Brand Portfolio Strategies and Line Extensions.</p> <p>Mandatory readings: Aaker D. (1991). What is Brand Equity? In <i>Managing Brand Equity</i>. Chap. 1 (pp. 1-33)</p> <p>Kapferer, J. (2012). Brand Identity and Positioning In the new strategic Brand management. Chap 7 (pp. 149-177)</p> <p>Keller, K. (2013). Customer based Brand Equity and Brand Positioning. In <i>Brand Management</i>. Chap. 2 (pp. 67-97)</p> <p>Vukasovic T. (2016) <i>A Conceptual Framework for Understanding Consumer - Based Brand Equity</i>. Technology, Innovation and Industrial Management.</p>	<p>First Progress of Final Assignment (Check Guidelines)</p> <p>Classes in laboratory</p>
<p>LEARNING UNIT IV: TACTIC AND IMPLEMENTATION</p> <p>LEARNING RESULTS:</p> <ul style="list-style-type: none"> • Formulate Marketing mix tactics. • Able to lead marketing teams. 		
<p>12° From June 10th to 15th</p>	<p>4.1 PRICING STRATEGIES & TACTICS</p> <p>4.1.1 Pricing Policy and Strategies</p> <p>4.1.2 Value Matrix: Price versus Perceived Benefits</p> <p>4.1.3 Price Tactics and Price structure and margins</p> <p>Mandatory Readings: Kotler, P. and Keller, K. (2012) Op. Cit. Chap. 14: Developing Pricing Strategies and Programs (pp 382-413)</p>	<p>Quiz 3 (Weeks 9 - 11)</p> <p>Kapferer, J. (2012). Op. cit. Chap. 7 (pp. 149-177).</p> <p>Keller, K. (2013). Op.cit. Chap. 2 (pp. 67-97).</p> <p>Vukasovic T. (2016) <i>A Conceptual Framework for Understanding Consumer - Based Brand Equity</i>.</p> <p>Classes in laboratory</p>

<p>13° From June 17th to 22nd</p>	<p>4.2 COMMUNICATION VALUE TACTICS 4.2.1 Integrated Marketing Communications. 4.2.2 Mix Elements of Promotions to capture, convert and retain customers. 4.2.3 Earned Media and Shared Media in digital communications. 4.2.4 Promotions to Create Brand Experiences</p> <hr/> <p>Complementary Readings: Kotler, P. and Keller, K. (2012) Op. Cit. Chap. 17: Designing and Managing Integrated Marketing Communications (pp 474-500) Chap. 18: Managing Mass Communications: Advertising, Sales Promotion, Events and Experience and Public Relations (pp 502-532) Chap. 19: Managing Personal Communications: Direct and Interactive Marketing, Word of Mouth, & Personal Selling (pp 534-562)</p> <p>Godey & Others (2016) <i>Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior.</i> Journal of Business Research</p>	<p>Test 2 in Laboratory From 3.1 to 3.3 Readings Kotler, P. and Keller, K. (2012) Op. Cit. Chapter, 12 & 13: (pp. 324-353), (pp. 354-381).</p> <p>Classes in laboratory</p>
<p>14° From June 24th to 29th</p>	<p>4.3 DISTRIBUTION STRATEGIES & TACTICS 4.3.1 Channels and Distribution Strategies. 4.3.2 Distribution Market Reserch: Market Audit 4.3.3 Merchandising, Category Management and Shopper marketing</p> <hr/> <p>Mandatory Readings: Kotler, P. and Keller, K. (2012) Op. Cit. Chap.15: Designing and Managing Integrated Marketing Channels (pp 414-445)</p> <p>Complementary Reading: Kotler, P. and Keller, K. (2012) Op. Cit. Chap.16: Managing Retailing, Wholesaling & Logistics (pp 447-472)</p> <p>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>	<p>Case Study #4 Placement and Communications</p>
<p>15° From July 1st to 6th</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 July 8th to 13th</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.
- Baker, M. & Hart S. (2007). *Product Strategy and Management*. (2nd. Ed.) Edinburgh: Pearson Education.
- 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 Equities*. (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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