

ESCUELA SUPERIOR DE ECONOMIA Y ADMINISTRACION DE EMPRESAS

Course: Marketing

Instructors:

Alfredo Blousson - blousson@eseade.edu.ar

Ricardo D. Bindi - r.bindi@agrositio.com

Time Frame:

Contact hours and number of sessions: 16 sessions, 48 academic hours.

Introduction:

In a context where business is constantly changing being able to attain and maintain a competitive advantage is a permanent challenge for all types of companies. The managers of organizations confront an environment that is characterized by changes in lifestyles, excess capacity, reduction of cycles, deregulation, strategic alliances, economic discontinuities, demographic changes, changes in customer tastes, increased competitive intensity and the pressure of the never-satisfied-client. Satisfying customer needs better than the competition in the 21st century demands and requires more than ever a set of marketing skills that exceeds traditional concepts. It's necessary to prepare oneself to develop and execute strategies for products, services and markets in a new economy. Executives need to constantly create new segments, develop products with new proposals, come up with new ways of adding value for the client/consumer and manage to extract higher earnings and attain higher growth. Marketing should accomplish a central role in unifying all the functions of an organization in order to reach corporate objectives.

Objectives:

- Introduce basic methodologies of management, organization, implementation and control of marketing functions.
- Develop an intensive practice of acquired knowledge throughout the Program, by way of simulation and business management.
- Understand competitive and global strategies beginning with analysis of market behavior information obtained from primary and secondary sources.
- Incorporate the perspective of long term business management, managing to break the short term model that in many cases dominates business.
- Generate new effective group work practices and develop the abilities of argumentation and negotiation which are essential for all managers.
- Reinforce negotiation concepts by way of focusing on the competitive advantage that makes a business sustainable.
- Exercise the aptitudes for marketing decision making based on the philosophy of thinking more deeply about markets and their needs.

- Develop a common language respecting business strategies and marketing as disciplines to reach consumer needs, with the tactical support of professional sales strategies that allows to directly reach the consumers.
- Understand the process of value creation for companies, based on increasing the physical product by way of the symbolic product.

Learning Outcomes

Upon successful completion of this course, students will be able to:

- Distinguish between short-term and long-term business strategies and evaluate the trade-offs between them
- Demonstrate the ability to work effectively in teams
- Negotiate effectively
- Develop global and regional marketing plans that create value for the firm

Methodology

Methods used in this class are based on practical-theoretical teaching; with a high level of interactivity and participation by the students.

Interactive workshop based on business simulation software that allows the development of long term strategies that requires tactical decisions linked to business management.

Group practice based on a virtual case discussion that is being executed in real time and where results can be altered as well as those of the competing teams in a continuous fashion.

Successive practices that allow learning from mistakes and successes, of their own and of others, working in iterative processes that facilitate the understanding of concepts analyzed throughout the Program.

Course Outline

Session 1: Marketing in the 21st Century. Strategic and Operational Marketing.

Introduction to marketing, functions, applications. Firms and the role of business. The marketing system. A philosophy of business management. Client zones. The actors: product, demand, market. Multiple visions: operational and strategic. Today's consumer.

Assigned Reading: (Marketing Management). Kotler, P y Keller, K. *Dirección de Marketing*. Chap.1, 2 y 6.

Session 2. Introduction to the Program. Organizing the Company for Business.

- Simulation of business environment. Characteristics of competitive markets: consumers, products and channels. Analysis of 5 alternative segments.
- Markstrat Challenge I
- Analysis of information for evaluation
- Analysis of basic information
- Elemental decisions.
- Outline for operating decisions for the first exercise.
- Process for learning the tools.
- First economic exercises.

Conference and entrance into the simulator

Assigned Reading: Manual by Markstrat

Scheduled progress on all the literature developed.

Session 3. Creating Value for the Consumer. Investigating Markets. Intelligent Markets.

Value and the perception of value. Basic business analysis: the consumer, quantitative and qualitative business research. Intelligent markets. Market research systems and processes. Marketing measurements. Need, desire and demand. Consumer behavior. Conceptual logic of the “black box”. Buying behavior and decision making. Consumer profiles. Consumer motivation. Measuring actual demand. Demand forecasts: sources. Analysis of competition.

Simulation exercise 1.

Assigned Reading: (Marketing Management). Kotler, P y Keller, K. *Dirección de Marketing*. Cap.2, 4 y 5.

Session 4: Product Strategy.

Product classification; developing new products; product strategy throughout the life cycle. Defining the business environment of the Simulator. Market characteristics: consumers, channels/chains and products. Basic set of decisions. New product development. Available information. Work flows.

Simulation exercise 2.

Assigned Reading: (Marketing Management). Kotler, P y Keller, K. *Dirección de Marketing*. Chap.12

Session 5: Analysis of the Competitive Context.

The concept of strategy. Strategic thinking model in marketing. Strategic matrices. Strategic development. Strategic and tactical phase. Mission, objectives, diagnostics. FODA analysis. Programs of action.

Markstrat Challenge II

Simulation exercise 3.

Assigned Reading: (Marketing Management). Kotler, P y Keller, K. *Dirección de Marketing*. Chap.2, 3 y 11

Session 6: Price Strategies and Practices.

Price fixing processes—price adjustments—price adjustment strategies and their possible outcomes. The role of prices in strategic marketing; principle determining factors in pricing strategies. Price wars.

Simulation exercise 4.

Assigned Reading: (Marketing Management). Kotler, P y Keller, K. *Dirección de Marketing*. Chap.14

Session 7: Strategic Marketing Planning.

The variables of strategic marketing. Market segmentation, positioning and differentiation. Identification and selection of market goals. Strategies of market segmentation.

Simulation exercise 5.

Assigned Reading: (Marketing Management). Kotler, P y Keller, K. *Dirección de Marketing*. Cap. 8 y Cap. 10

Session 8: Brand Positioning Strategies. Brand Equity.

Brands and their development. Brand placement. Development and communication of brand placement strategy—differentiation strategies—marketing strategies for product life cycle and market development. Brand equity and brand value.

Simulation exercise 6.

Assigned Reading: (Marketing Management). Kotler, P y Keller, K. *Dirección de Marketing*. Chap. 9 and Chap.10.

Session 9: Administration of Supply and Distribution Chains.

Concepts of supply and distribution chains; strategic aspects in the administration of supply and distribution chains; conflict and collaboration in the supply chain; trends in marketing channels.

Simulation exercise 7.

Assigned Reading: (Marketing Management). Kotler, P y Keller, K. *Dirección de Marketing*. Chap. 15 and Chap. 16

Session 10: Marketing Communication

The function of communication in marketing—development of an integrated marketing communications plan. Strategic aspects of integrated marketing communications; advertising; public relations; personal sales, promotional sales.

Simulation exercise 8.

Assigned Reading: (Marketing Management). Kotler, P y Keller, K. *Dirección de Marketing*. Chap.17, 18, 19.

Session 11: Marketing and Electronic Commerce.

Marketing channels and value chains—channel design decisions—conflicts, cooperation and competition—electronic commerce. New electronic channels. Marketing and Internet. Virtual marketing.

Simulation exercise 9.

Assigned Reading: (Marketing Management). Kotler, P y Keller, K. *Dirección de Marketing*. Chap.15

Session 12: Marketing of Services.

Marketing strategies for service industries—quality of services—service brand management—product support services. Key business services. The tangibility of services.

Simulation exercise 10.

Assigned Reading: (Marketing Management). Kotler, P y Keller, K. *Dirección de Marketing*. Chap. 12, 13 and 15.

Session 13: Industrial Marketing and International Marketing.

Corporate purchasing—the participants and the business buying process—types of industrial markets—strategies of industrial marketing. The industrial buyer and his key participants. Corporate marketing. Global competition—selection of foreign markets—ways to enter markets—global marketing program—the question of country of origin—marketing organization for global markets.

Simulation exercise 11.

Assigned Reading: (Marketing Management). Kotler, P y Keller, K. *Dirección de Marketing*. Chap.7 and 21.

Session 14: Development of Marketing Plans and Strategies.

Situation analysis; internal environment; client environment; external environment; gathering data and information about the environment. The marketing plan. Marketing and strategic planning. Innovation

Simulation exercise 12.

Assigned Reading: (Marketing Management). Kotler, P y Keller, K. *Dirección de Marketing*. Chap. 2.

Session 15: Implementation and Control of Marketing.

Strategic aspects of marketing implementation; marketing implementation approaches; internal marketing and marketing implementation; assessment and control of marketing activities.

Presentation of results.

Session 16: Closing, Collection and Final Evaluation.**Evaluation:**

Class Participation: Oral, individual, and for each class where academic content is discussed, cases studies and other materials.

Daily Evaluation: Written, individual and unannounced. Only that day's assignments are evaluated.

Final Project: Field or research work, as a group, will be turned in as part of the course completion.

Final Evaluation: Announced oral, individual, and takes place at the end of the semester. All

content and lectures covered throughout the semester are evaluated.

The grading scale is outlined below.

	Weighting (0 to 100%)	Oral		Written	
		Individual	Group	Individual	Group
Class Participation	15%	15%	ND	ND	ND
Daily Evaluation	15%	ND	ND	15%	ND
Final Project	30%	ND	ND	No	30%
Final Evaluation	40%	40%	ND	ND	ND
Total	100%	55%		15%	30%

Professor: Alfredo Blousson

PhD in Administration, ESEADE University

Masters in Marketing, UDESA.

Postgraduate in Business Management, UCA.

Postgraduate in Sales and Marketing, Syracuse University, USA.

BS in Industrial Engineering.

Coordinator of Academic Marketing in EDDE.

Former Manager of Nutryte-Friar Industries.

Former Director of Nabisco-Terrabusi and Phillip Morris.

Former Commercial Director of J. Llorente.

Professor of Business at EDDE.

Adjunct Professor at the University of Maryland (UMUC), USA.

I have written a great quantity of notes and cases that are used as classroom support material

Attend conferences and consult for the private sector.

Required Reading

(Marketing Management). Kotler, P y Keller, K. *Dirección de Marketing*. Ed. Pearson 2006, Duodécima Edición.

Suggested Reading

- (Marketing). P.Kotler y G.Armstrong - Mercadotecnia, Ed. Prentice Hall, varias ediciones.
- (Marketing According to Kotler). P. Kotler, - El Marketing según Kotler, Ed. Paidós, 1° ed. W. Zikmund – Investigación de Mercados, Ed. Prentice Hall, 6° ed.
- (Strategic Marketing). J.J. Lambin – Marketing Estratégico, Mc Graw Hill.
- (Strategic Marketing). Wilensky – Marketing Estratégico, Fondo de Cultura Económica, 2 edición, 1997.
- (Man, the Economy and the State). Rothbard, Murria, “El hombre, la economía y el estado”, 1ª ed. - ESEADE 2004.

- (Market Research). Biblioteca IESE, “Investigación de Mercados”, Editorial Folio, 1997.
- (Strategies for International Competitiveness). Monteverde, Agustín. “Estrategias para la Competitividad Internacional”. Editorial Macchi , Buenos Aires, 1992.
- (Competitive Advantage). M. Porter, “Ventaja Competitiva”. Ed. Continental, 17° edición, 1998.
- (Value creation in Agribusiness through Symbolic Products). Bindi, Ricardo. “Creación de valor en los Agronegocios a partir del producto simbólico”. Artículo publicado para el Sitio y Newsletter N° 14 del Magea (Master en Gestión de la Empresa Agroalimentaria) de la UCA, Noviembre-2004.
<http://www2.uca.edu.ar/esp/sec-fagrarias/esp/subs-magea/esp/index.php?data=newsletter>
- (Business Policy). Wilensky, Alberto, “Política de Negocios”. Editorial Tesis S.A., Buenos Aires, Octubre 1991.
- (Marketing Management in the Service Industry). Fernández P. y Bajac H., “La gestión del Marketing de Servicios”, Ediciones Granica S.A., Buenos Aires, 2003.
- (The Marketing Permit). Godin S., “El Marketing del permiso”, Ediciones Granica S.A., Barcelona, 2001.
- Schmitt, Brend. “Experiential Marketing”. The Free Press, 1999.