

Strategic marketing & technology commercialization

MGT-401 / Nb of credits: 4

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COURSE OVERVIEW

This course teaches students the power of building and implementing the right marketing strategies in order to help businesses to commercialize successfully their technological innovations. Even though this course offers a large overview of modern marketing practises, a basic understanding of marketing is required. But it is not suited for students with already advanced marketing knowledge.

Students will learn how to understand, create, deliver and manage customer value in B2B and B2C companies through goods and services, with a focus on technology. They will be able to better understand the key elements of modern marketing management and learn as well practical applications and case examples.

DIDACTIC APPROACH AND CLASS ATTENDANCE

The students can expect a mix of lectures, individual readings, discussions based on pre-work, input from guest-speakers, a few mini-case studies and as well as a complex group-case project.

Since the learning-outcome of the course is based on discussions and active participation, a regular attendance is strongly recommended. Students have to undertake at several moments individual preparations prior to class (reading of written material and web research, etc.), preparing the mini-cases and elaborate the group case, conducting library research, working together within their group, individual and group class presentations.

LEARNING OUTCOMES

By the end of the course, the student will be able to:

- Remember the necessary strategic components create relevant customer value
- Compare opportunities and make strategic choices
- Chose relevant elements for their individual marketing mix
- Identify factors that influence successful new product and service introductions
- Develop a strong strategic and operational marketing planning
- Perform library and market research to better assess marketing opportunities
- Present and defend ideas and concepts in front of a group of peers

MATERIALS

- Marketing management, Philip Kotler, Prentice Hall, will be used as the conceptual backbone of the course
- Several mini-cases and one major group case to be distributed during the semester
- Course documents (slides) to be downloaded on the Moodle course website

FORM OF EXAMINATION & GRADING

50% Written exam

- Written “closed book” exam during the exam session (December 2017), covering all aspects of the course (but without the group case).

40% Group case study (preparation and presentation)

- A group case inscription within the first month is mandatory for the course participation and presentations of the cases. A word document (10 pages max. plus appendices) as well as a slide presentation document (PowerPoint, Prezi etc.) has to be submitted latest the day prior to the group presentation session.
- General group size of 6 students per group.

10% mini-cases (preparation and presentation)

During the group case and mini-case discussions, the student’s contribution (quality and quantity) is essential. The grading will be based on:

- Evidence of careful preparation of the cases
- Ability to summarize key concepts and elements
- The clarity and insightfulness of recommendations on the cases
- NOT on the simple frequency of speaking

COURSE SCHEDULE: A QUICK OVERVIEW OF THE SESSIONS

Session Topic

1. Welcome to the wonderful world of marketing!
2. Understanding your market
3. But who is my customer?
4. Making the right strategic choices
5. It is all about the brand
6. New products, new services
7. Communication: tell them!
8. But is it worth its price?
9. Bring it to the people
10. Even the best marketing plan needs to be implemented
11. Showtime: Group case presentations
12. Meeting the real world: guest speaker presentation
13. Looking back and looking forward
14. Wrap up and rehearsal

DETAILED COURSE OUTLINE

<i>Session</i>	<i>Topic</i>	<i>Details</i>
1.	Welcome to the wonderful world of marketing!	<ul style="list-style-type: none"> • Welcome and course overview • Elements, definitions and concepts • Practical application: Nespresso mini-case
2.	Understanding your market	<ul style="list-style-type: none"> • Elements of a market analysis • Chicken and eggs: offer and supply • Market research: collecting data
3.	But who is my customer?	<ul style="list-style-type: none"> • Type of customers • Customer behaviour • Creating long term value
4.	Making the right strategic choices	<ul style="list-style-type: none"> • Strategic options • Segmentation and targeting • Finding the blue ocean
5.	It is all about the brand	<ul style="list-style-type: none"> • Positioning • Brand values • Benchmarking with the competition
6.	New products, new services	<ul style="list-style-type: none"> • Strategic product management • Product and service USPs • The right value proposition
7.	Communication: tell them!	<ul style="list-style-type: none"> • Communication channels • Integrated communication challenges • Ethics in Marketing
8.	But is it worth its price?	<ul style="list-style-type: none"> • Strategic price policy • Perception: price and customer value • Interaction with the other Ps
9.	Bring it to the people	<ul style="list-style-type: none"> • Distribution systems • Designing the distribution channels • Managing the distribution channels
10.	Even the best marketing plan needs to be implemented	<ul style="list-style-type: none"> • Creating a marketing plan • Implementing a marketing plan • Mastering the human side
11.	Showtime: Group case	<ul style="list-style-type: none"> • Group presentations

	presentations	<ul style="list-style-type: none"> • Group discussions • Key learning
12.	Meeting the real world: guest speaker presentation	<ul style="list-style-type: none"> • Producing a premium B2B product in Switzerland: the CEO of Swisslens SA (TBC) • Presentation, discussion, key learning
13.	Looking back and looking forward	<ul style="list-style-type: none"> • Marketing controlling • Marketing agility • Integrating new and relevant mega trends
14.	Wrap up and rehearsal	<ul style="list-style-type: none"> • Review of sessions 1 – 13 • Sum up key learning & take away lessons