

Strategic Marketing & Technology Commercialization

MGT-401 / Nb of credits: 4

Fall 2019

Dr. Thilo ECKARDT

E-mail: thilo.eckardt@epfl.ch

Teaching Assistant

Valeria Superti

E-mail: valeria.superti@epfl.ch

Management, Technology and Entrepreneurship (MTE)

ODY 318 (Bâtiment Odyssea) - Station 5

CH- 1015 Lausanne

Webpage: <https://cdm.epfl.ch/mtei>

Course website/Moodle: <http://moodle.epfl.ch/course/view.php?id=14042>

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 concepts and practises, a basic understanding of marketing is useful. On the other hand, the course is not suited for students with already advanced academic marketing knowledge / marketing specialisation.

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

DIDACTIC APPROACH AND CLASS ATTENDANCE

The students can expect a mix of lectures, individual readings, discussions that are based on pre-work, inputs from guest-speakers, 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:

- Apply tools and techniques of conducting marketing research
- Remember the necessary strategic components create relevant customer value
- Compare market opportunities and make strategic choices
- Chose relevant elements for their individual marketing mix set-up
- 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 / other relevant articles, books and/or specific chapters will be announced during the course.
- Several mini-cases and one major group case to be launched during the semester
- Course documents (slides) can be downloaded from the Moodle course website

FORM OF EXAMINATION & GRADING

40% Written exam

- A written “closed book” exam will take place during the exam session period in December 2019, covering all discussed and presented aspects of the course (but not the topic of the already graded group-case).

60% group case study

- A group inscription within the first month of the course is mandatory for the participation and the case presentations. Expected group size is 6 students per group.
- **60% Group case study (solution and presentation)**: A word document (10 pages max. plus appendices) as well as a slide presentation document (PowerPoint, Prezi etc.) has to be submitted a week prior to the group presentation session. The grading will be based on the evidence of careful preparation of the cases, ability to choose and summarize key concepts and apply for conclusions, and finally the clarity and insightfulness of the recommendations.

COURSE VENUS AND SCHEDULE:

- Three hours/weekly, Friday from 13.15h – 16.00h
- First Session: Friday 20th of September 2019
- Room GCB 330

A QUICK OVERVIEW OF THE SESSIONS AND TOPICS

Topics	Details
Welcome to the wonderful world of marketing!	<ul style="list-style-type: none"> • Welcome and course overview • Elements, definitions and concepts • Practical application: 1st mini-case
Understanding your market	<ul style="list-style-type: none"> • Elements of a market analysis • Chicken and eggs: offer and supply • Market research: collecting data
But who is my customer?	<ul style="list-style-type: none"> • Type of customers • Customer behaviour • Creating long term value
Making the right strategic choices	<ul style="list-style-type: none"> • Strategic options • Segmentation and targeting • Finding the blue ocean
It is all about the brand	<ul style="list-style-type: none"> • Positioning • Brand values • Benchmarking with the competition
New products, new services	<ul style="list-style-type: none"> • Strategic product management • Product and service USPs • The right value proposition
Communication: tell them!	<ul style="list-style-type: none"> • Communication channels • Integrated communication challenges
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
Bring it to the people	<ul style="list-style-type: none"> • Distribution systems • Designing the distribution channels • Managing the distribution channels
Even the best marketing plan needs to be implemented	<ul style="list-style-type: none"> • Creating and Implementing a marketing plan • Mastering the human side • Ethics in Marketing
Meeting the real world: guest speaker presentation	<ul style="list-style-type: none"> • Guest speaker presentation, discussion, key learning
Looking back and looking forward	<ul style="list-style-type: none"> • Marketing controlling • Marketing agility • Integrating new and relevant mega trends
Wrap-up and rehearsal	<ul style="list-style-type: none"> • Review of former sessions and key take away lessons
Showtime: Group case presentations	<ul style="list-style-type: none"> • Group presentations • Group discussions