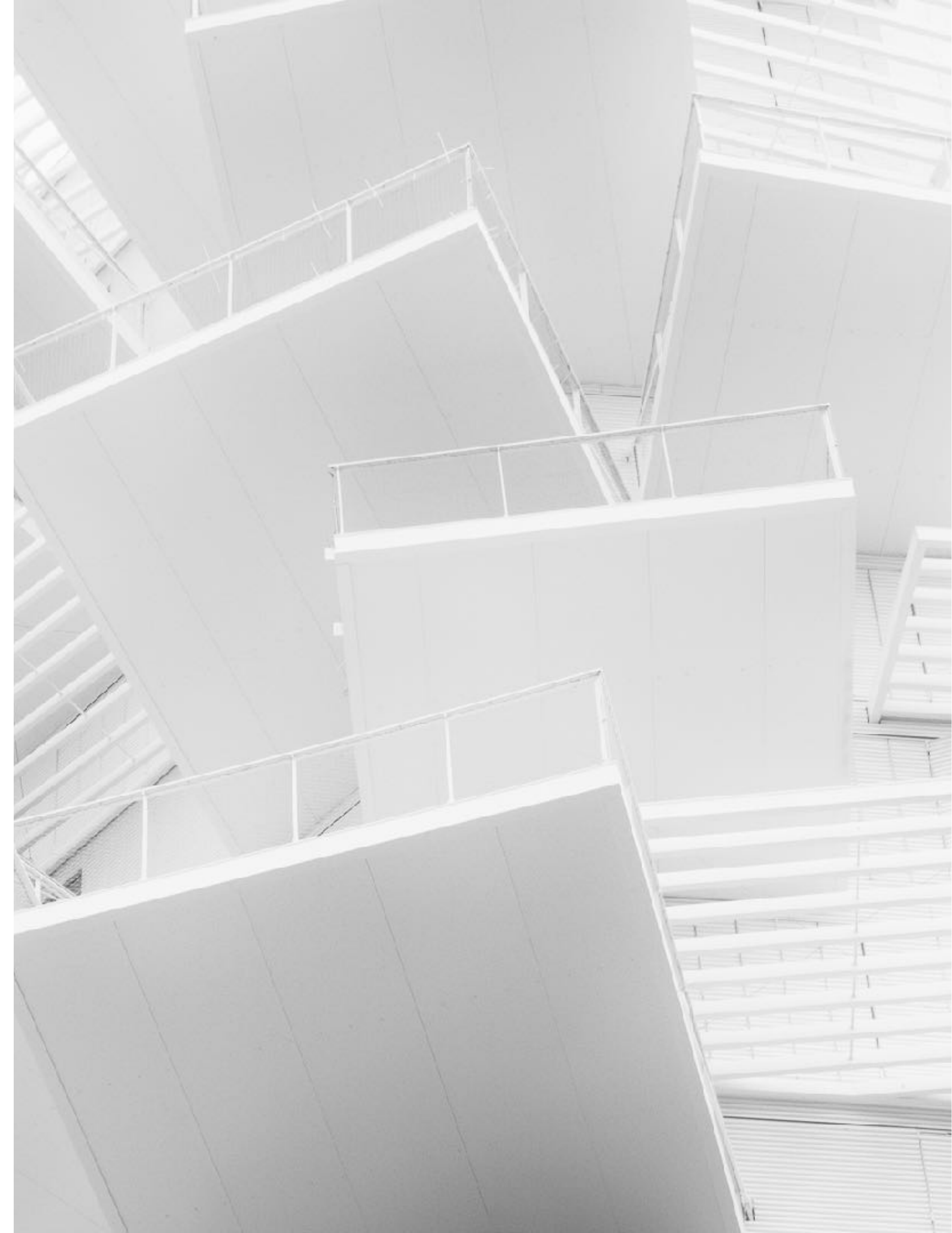


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STRATEGIC MARKETING

CREATING VALUE IN A CONNECTED WORLD

ANDREAS MUNZEL



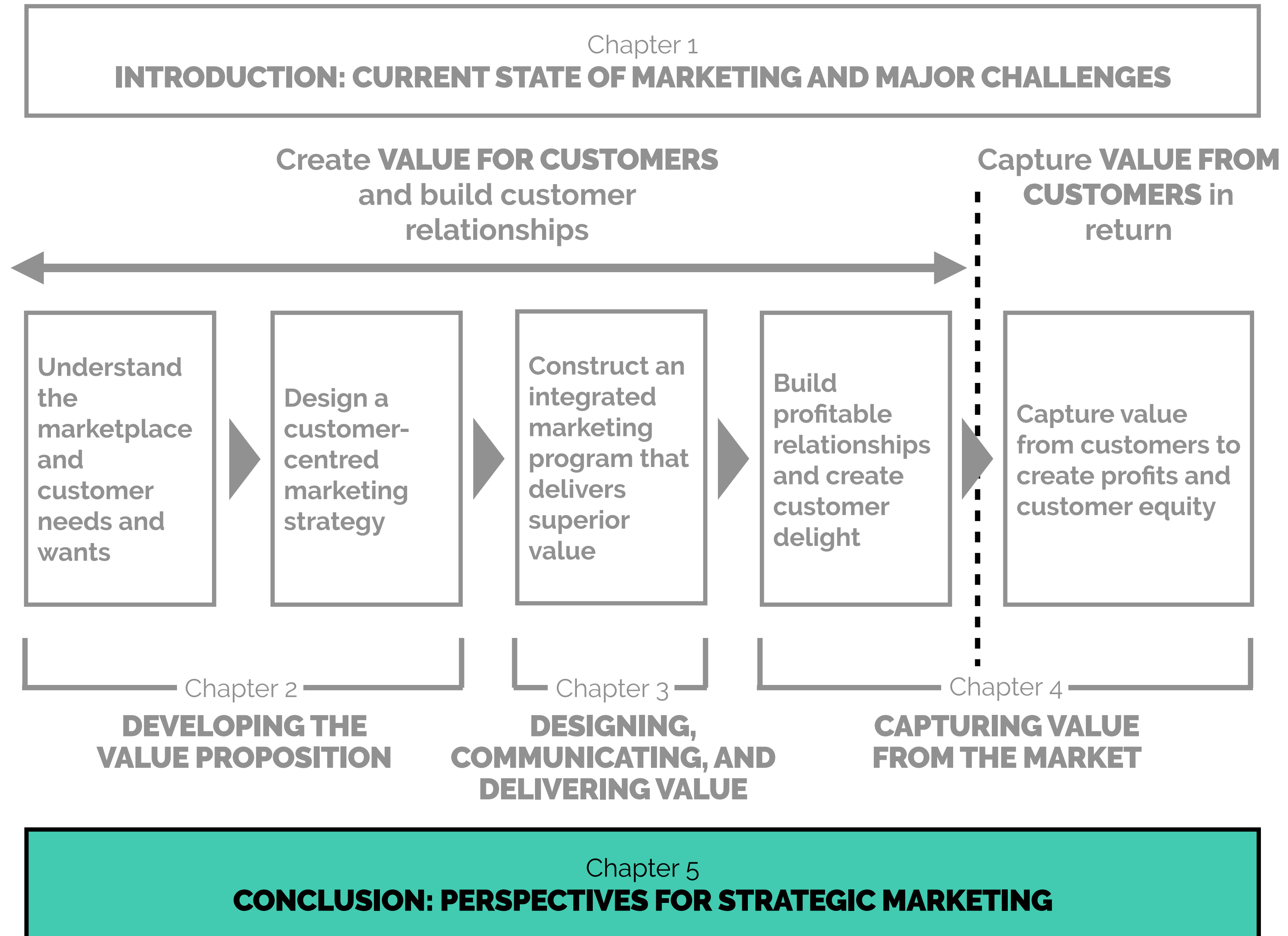
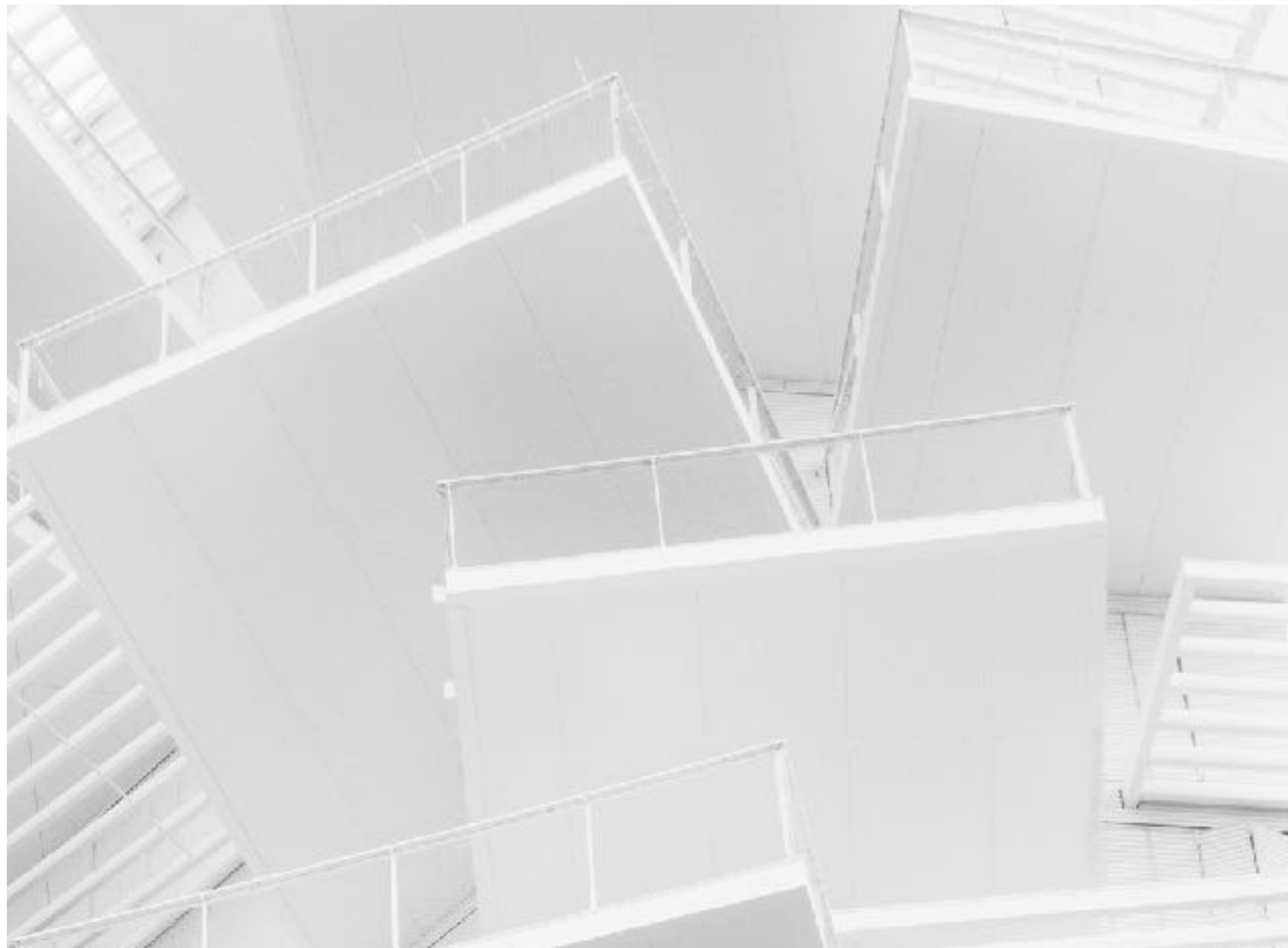
OVERVIEW



1. **INTRODUCTION:** Current state of marketing and major challenges
2. **MARKETING STRATEGY:** Developing the value proposition
3. **STRATEGIC MARKETING PROGRAM:** Designing, communicating, and delivering value
4. **RETURN ON STRATEGIC MARKETING:** Capturing value from the market
5. **CONCLUSION:** Perspectives for strategic marketing

THE CUSTOMER- AND VALUE-CENTERED MARKETING PROCESS

Chapter 5





CONCLUSION

PERSPECTIVES FOR STRATEGIC MARKETING

1 | PERVASIVE BUSINESS DISRUPTIONS:

BUSINESS DISRUPTION HAPPENS WHEN AN EXISTING

INDUSTRY FACES A CHALLENGER THAT OFFERS FAR GREATER

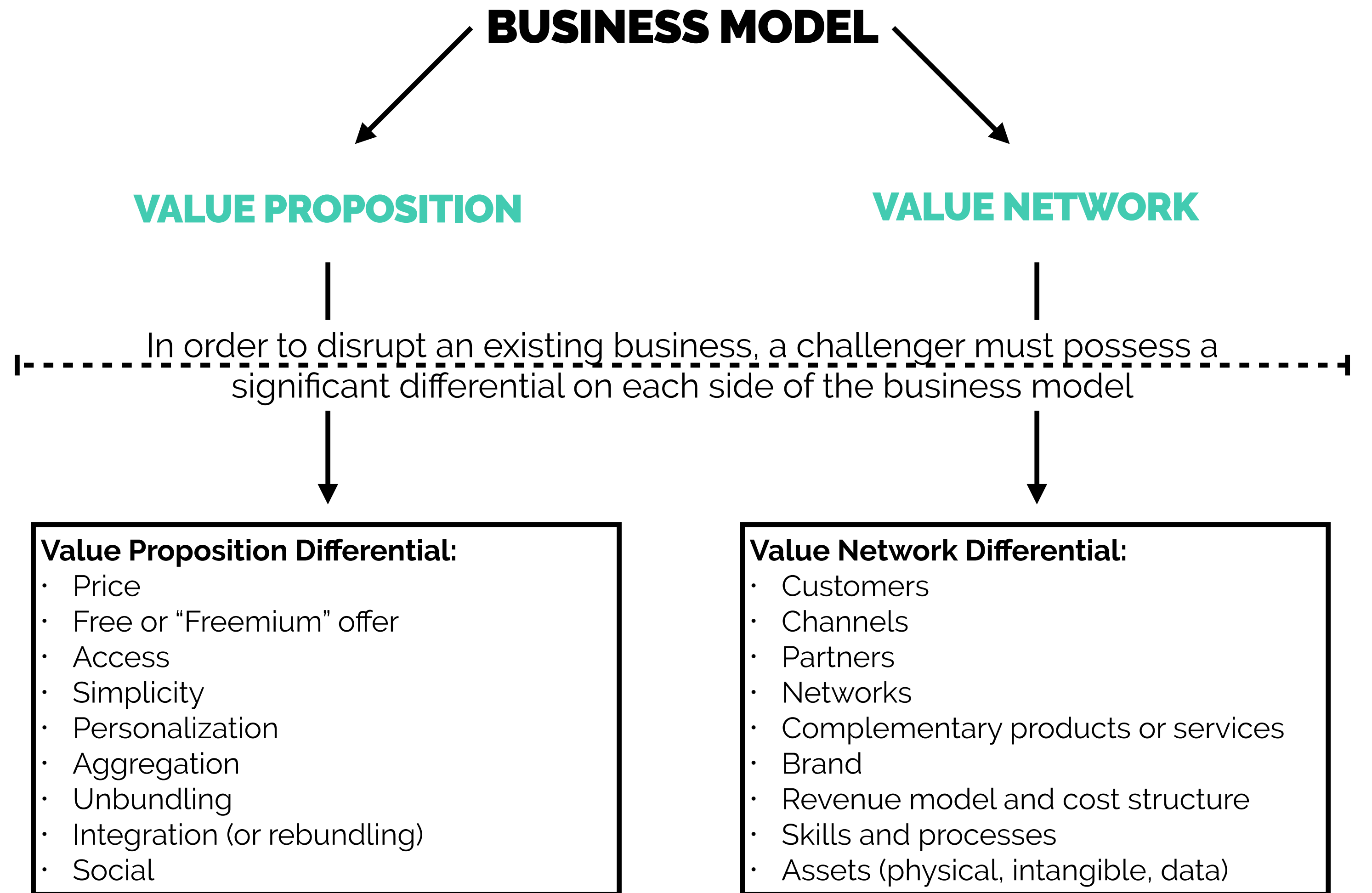
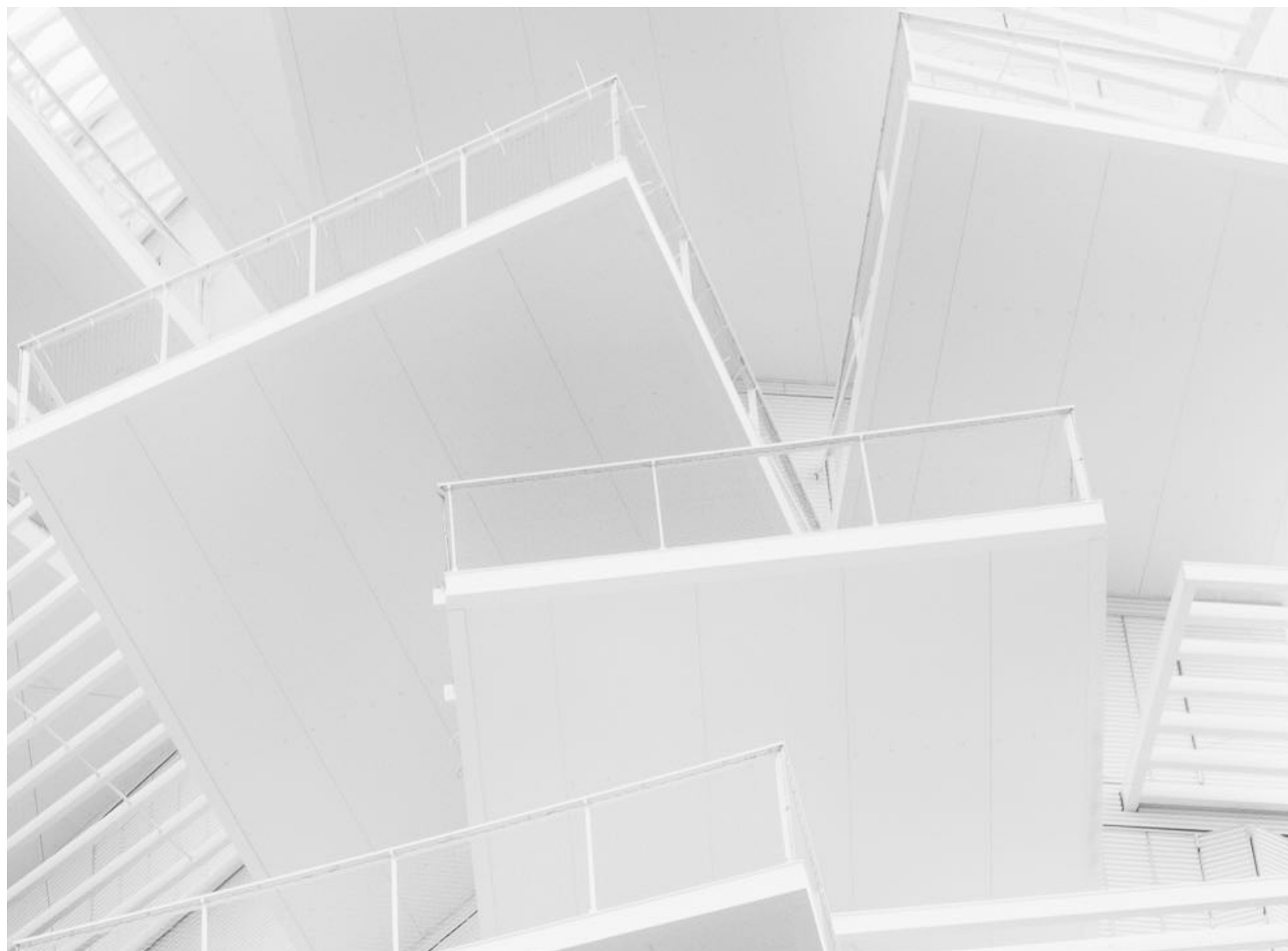
VALUE TO THE CUSTOMER IN A WAY THAT EXISTING

FIRMS CANNOT COMPETE WITH DIRECTLY.

Rogers, D.L. (2016) : The Digital Transformation Playbook -
Rethink Your Business For the Digital Age, Columbia Business
School Publishing, New York, p. 195.

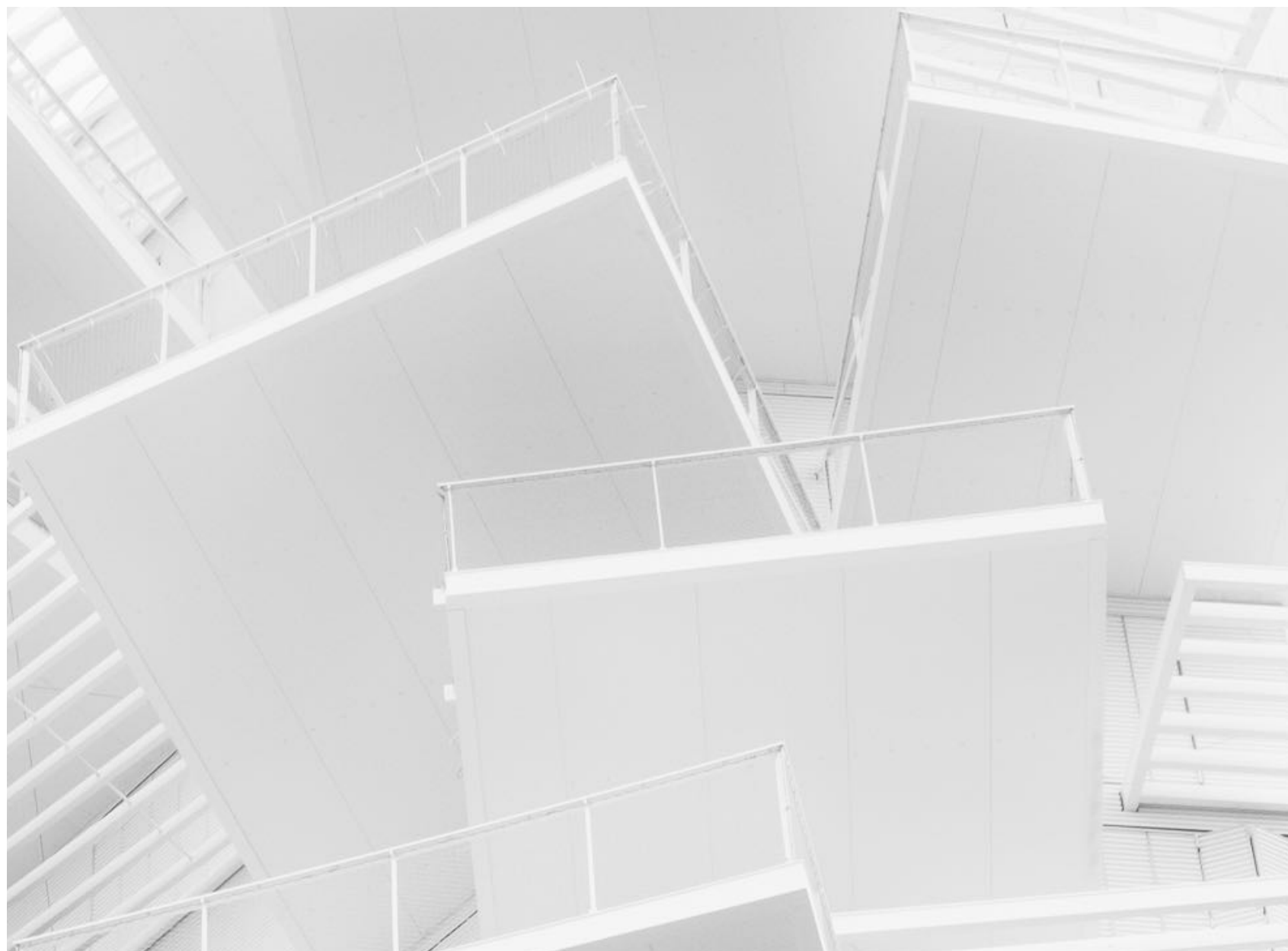
BUSINESS DISRUPTION

Two Differentials



BUSINESS DISRUPTION

Apple iPhone and Netflix



© Andreas Munzel

Apple iPhone vs. NOKIA

| VALUE PROPOSITION DIFFERENTIAL | VALUE NETWORK DIFFERENTIAL |
|---|---|
| <ul style="list-style-type: none"> • Physical design • Simplicity of use • Integration (music, phone, PDA, browser, email, apps) • Apps | <ul style="list-style-type: none"> • Design capability • Retailer subsidy • Unlimited data • OS design experience • iTunes integration • App developers |

NETFLIX vs. BLOCKBUSTER

| VALUE PROPOSITION DIFFERENTIAL | VALUE NETWORK DIFFERENTIAL |
|--|--|
| <ul style="list-style-type: none"> • No late fees • Easy access (products come to you) • Wider choice • Personalised recommendations | <ul style="list-style-type: none"> • Subscription pricing model • E-commerce website • Data assets and recommendation engine • Warehouse and mail distribution system • No retail costs |

2 | MARKETING IN THE AGE OF AI ASSISTANTS:

OVER THE NEXT DECADE, AS [...] FIRMS AND OTHERS

FIGHT TO ESTABLISH THE PREFERRED CONSUMER AI PLATFORM,

AI ASSISTANTS WILL TRANSFORM HOW COMPANIES

CONNECT WITH THEIR CUSTOMERS.

Dawar, N. & Bendle, N. (2018): Marketing in the Age of Alexa, Harvard Business Review, May-June, p. 82.

AI ASSISTANTS

The Case of Amazon's Alexa



© Andreas Munzel

Alexa has skills

With tens of thousands of skills and counting, Alexa is always getting smarter. Skills are like apps and help you do more, like play relaxing sounds or test your music knowledge. Just say, "Alexa, what are your top skills?"



AI ASSISTANTS

The Case of Amazon's Alexa



Amazon launches Alexa smart ring, smart glasses and earbuds

Echo Frames, Loop and Buds launched along with series of updates to previous products

The Guardian, September 26th, 2019

Amazon Won't Stop Until Alexa's Always With You

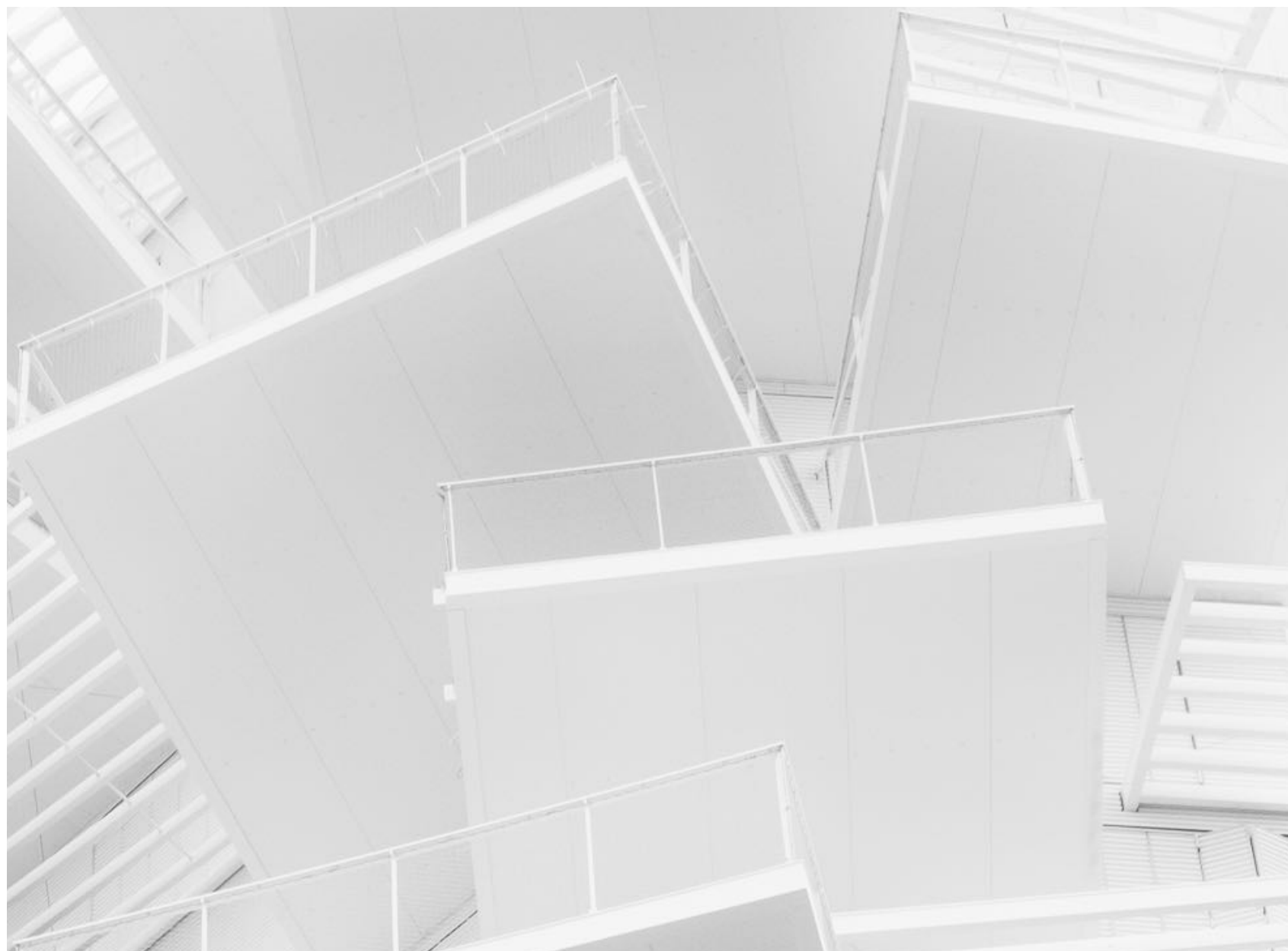
With Echo Buds, Echo Frames, and Echo Loop, the company is doing its best to get Alexa out of the house.

Wired, September 25th, 2019



LET'S
WRAP
IT UP

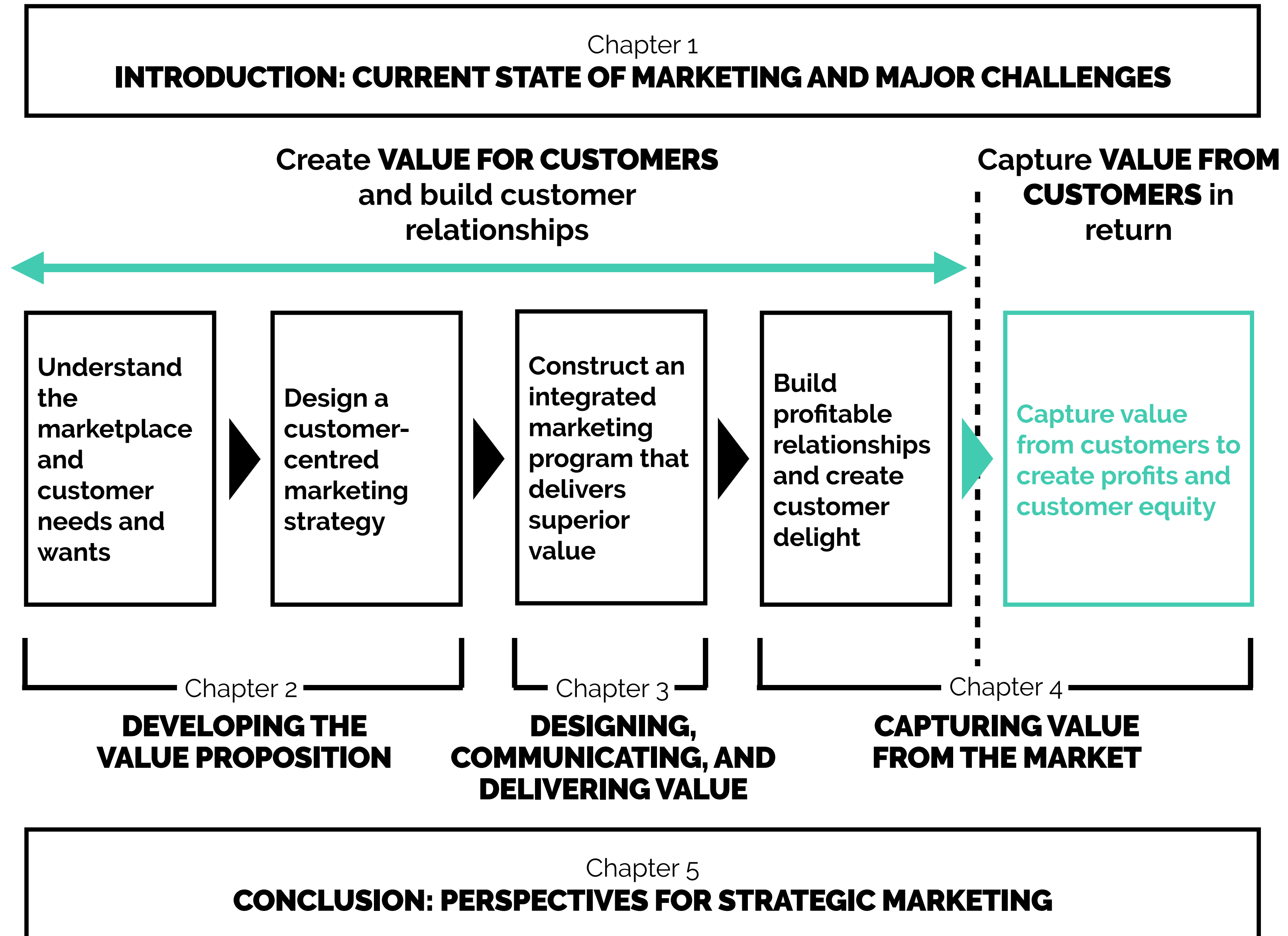
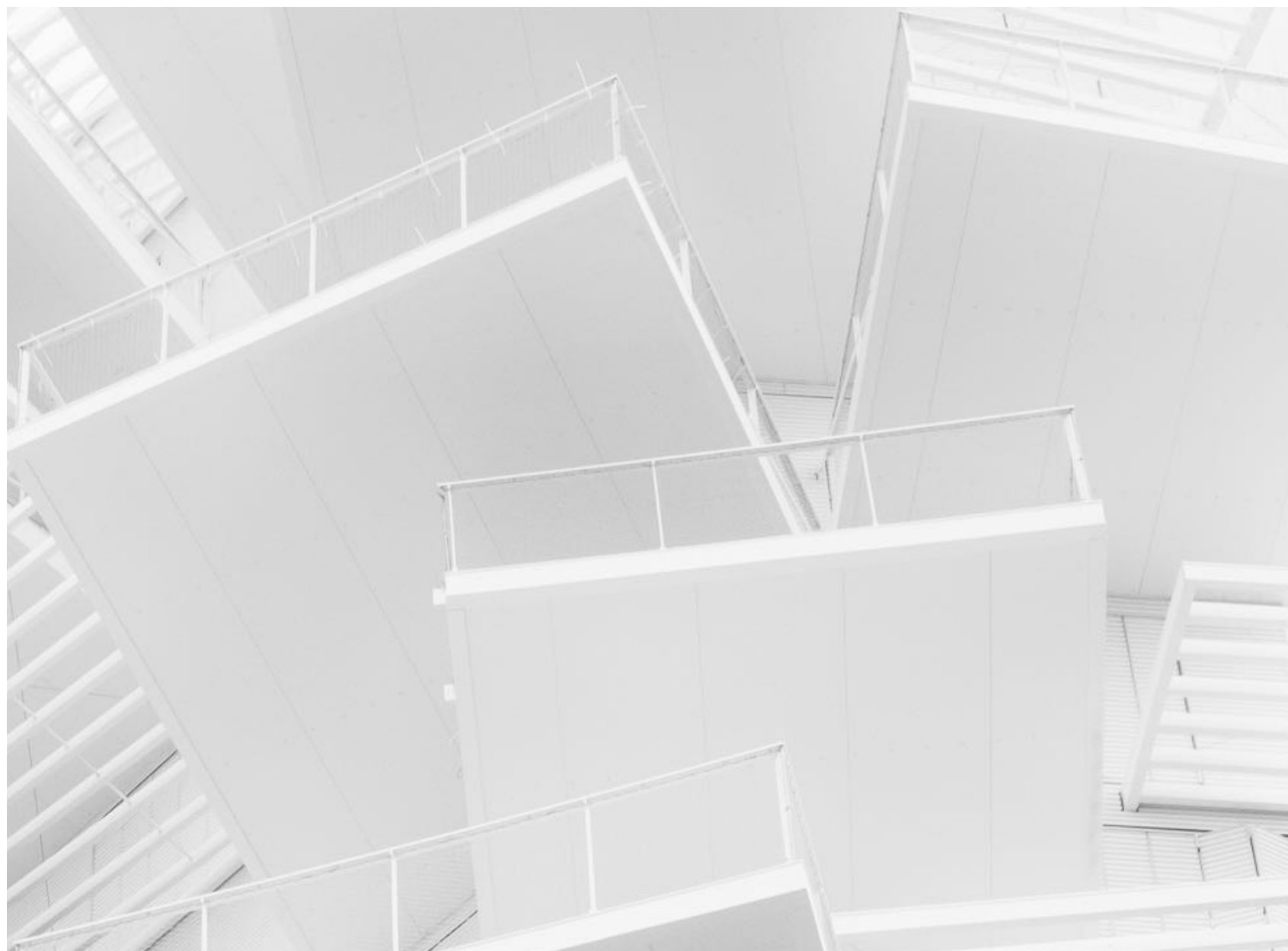
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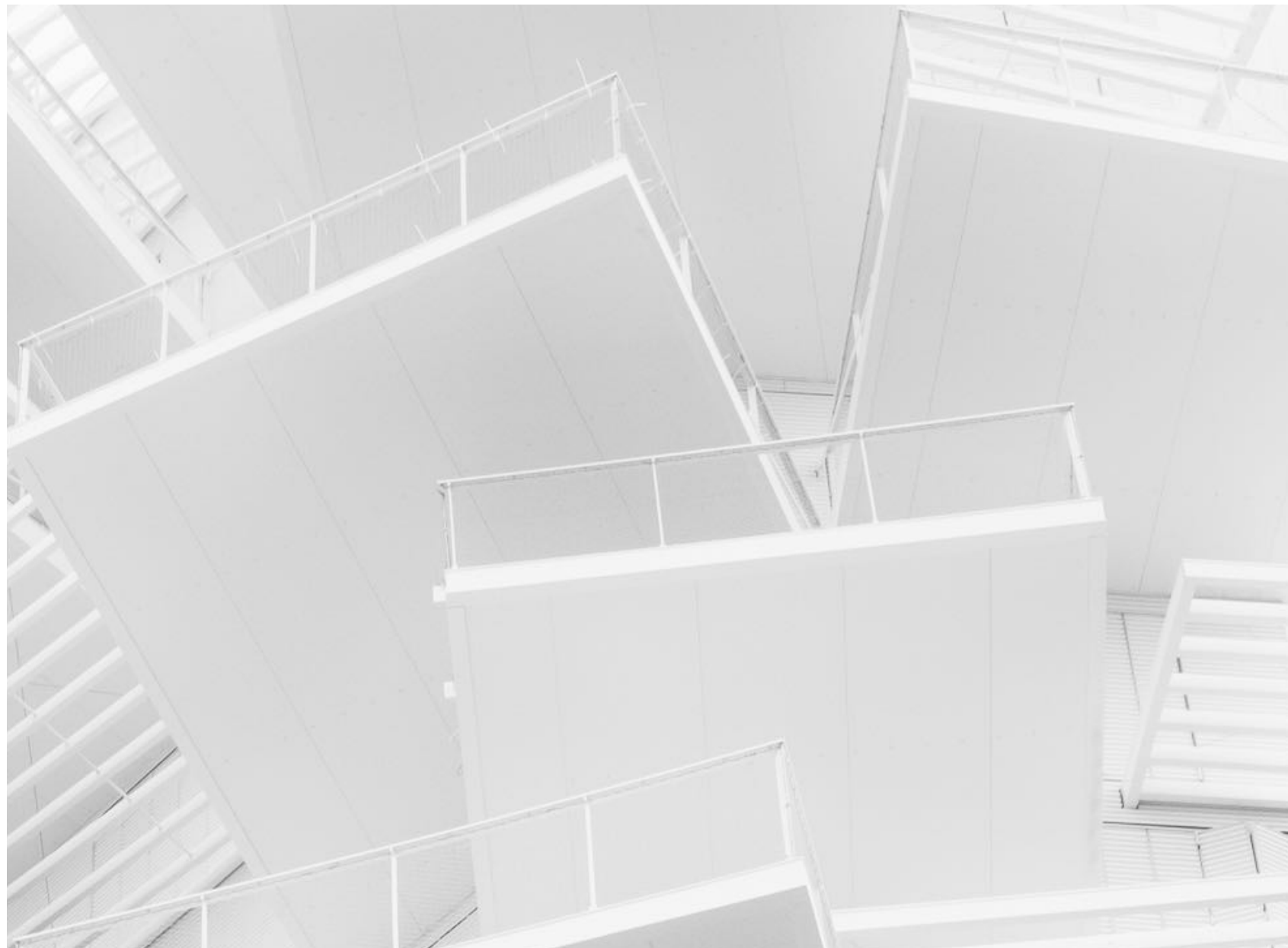
THE CUSTOMER- AND VALUE-CENTERED MARKETING PROCESS

An Overview



LEARNING GOALS

Checklist



During the course you will develop and acquire abilities to:

- Embrace marketing as function within the company and as customer-focused concept **beyond departmental boundaries**;
- Master the **basic concepts** in strategic marketing;
- Adopt and apply the **language and vocabulary** of the marketing discipline;
- Recognize that a good marketer is a **responsible marketer**;
- Design a **customer- and value-centered marketing plan** based on the relevant marketing parameters.

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THANK
YOU

ANDREAS MUNZEL

