



MARKETING STRATEGY & ANALYTICS

COURSE SYLLABUS

COURSE IN BRIEF

Some critical success factors for business leaders include framing the business issue or problem (frameworks), outlining the steps for solving problems (processes), collecting data and applying analytical tools to inform problems (data collection and analyses), and weighting and integrating information to make choices (decisions). Thus, this course's overall objective is to take a decision-focused perspective on marketing strategy by linking marketing to data analytical approaches.

COURSE LEARNING GOALS

The objective of the course will be to show students the benefits of using a systematic and analytical approach to marketing decision-making. By the end of this course, students will be able to:

- Embrace marketing strategy by strategically analysing and solving marketing problems from a decision maker's perspective;
- Understand and effectively use the fundamental frameworks, processes, and analysis tools of marketing strategy;
- Apply a "first principles" approach of marketing strategy to solve business problems;

In particular, an analytical approach will enable students to:

- Embrace how the "first principles" of marketing strategy helps firms organize the analytics opportunity and challenge in today's data era, and
 - Discuss analytic techniques, and case studies to understand how to solve marketing analytics problems in a scientific and process-driven manner.
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TOPICS COVERED IN THE COURSE

Marketing Strategy
Data Analytics
First Principles Approach
Data Analytics Techniques
Customer Centricity

COURSE DESCRIPTION & ORGANIZATION

The course will be partly delivered as an online course via the platform courses.andreasmunzel.com. Concise instructions to register and access the course will be provided in the beginning of the term.

Video lessons and linked materials will be published sequentially throughout the semester. Students will be informed when new lessons are available.

The online course is organized in lessons including:

- Course videos: the videos have an approximate average duration of 35 minutes per lesson, explain the main concepts, and guide the student through the online course.
- Course materials: course notes and additional course materials (i.e., Data Analytics Cards, Takeaways) will be provided in the lessons and can be downloaded by the student.
- Exercises and quizzes: for several lessons, students will need to answer quizzes, exercises, or short assignments.

As outlined in the course organization and chapter overview, the online course will be completed by live sessions provided through Zoom and in face-to-face.

COURSE OUTLINE

Welcome Session General course overview
[face-to-face session] Discussion of learning outcomes and expectations
Introduction and instructions for quizzes and exercises.

1. Introduction: A First Principles Approach to Marketing Strategy

[self-paced online video sessions including quizzes and essays]

Session 1.1 Marketing Strategy Fundamentals
Session 1.2 Marketing Strategy Principles
Session 1.3 Data Analytics Process

2. All Customers Differ: Managing Customer Heterogeneity

[self-paced online video sessions including quizzes and essays]

Session 2.1 Introduction
Session 2.2 Managing Customer Heterogeneity: Approaches
Session 2.3 Managing Customer Heterogeneity: Framework

Session 2.4 Chapter 2 Wrap-Up: Discussions
[face-to-face session]

3. All Customers Change: Managing Customer Dynamics

[self-paced online video sessions including quizzes and essays]

Session 3.1	Introduction
Session 3.2	Managing Customer Dynamics: Approaches
Session 3.3	Managing Customer Dynamics: Framework

4. All Competitors React: Managing Sustainable Competitive Advantage

[self-paced online video sessions including quizzes and essays]

Session 4.1	Introduction
Session 4.2	Managing Competitive Advantage: Approaches
Session 4.3	Managing Competitive Advantage: Framework

Session 4.4 Chapters 3 & 4 Wrap-Up: Discussions
[face-to-face session]

5. All Resources are Limited: Managing Resource Trade-Offs

[self-paced online video sessions including quizzes and essays]

Session 5.1	Introduction
Session 5.2	Managing Resource Trade-Offs: Approaches
Session 5.3	Managing Trade-Offs: Framework

6. Conclusion: Implementing Marketing Principles and Data Analytics

[face-to-face sessions including quizzes and essays]

Session 6.1	Marketing Principles' Problems and Solutions: Summary and Case Example
Session 6.2	Building Marketing Analytics Capabilities and Executing Marketing Strategies
Session 6.3	General Conclusion of the Course

COURSE MATERIALS

The instructor will provide all course materials via the instructor's online course platform. Correspondingly, provided lecture notes (i.e., presentation slides) should not be regarded as all that is necessary to understand the concepts and implement the methods.

To successfully achieve the learning outcomes, the course was carefully designed to help the student navigate through the different concepts. Participation in exercises and quizzes as well as the viewing of the course videos are mandatory.

Recommended texts for the course include:

- PALMATIER, R.W. & SRIDHAR, S. (2021): Marketing Strategy - Based on First Principles and Data Analytics, 2nd Edition Palgrave, London.

COURSE PERFORMANCE EVALUATION

Quizzes, short essays and online course progression (100%): the student's individual work throughout the lessons (videos progression, exercises, quizzes) will be graded for completeness and quality of submitted responses.

EXPECTATIONS

- Students are expected to intensively go through the online course including videos, course materials, and exercises/quizzes.
- Should questions come up, the "Private Sessions" feature on the instructor's online course platform should be used to interact with the instructor. It is expected that students first discuss with their fellow students enrolled in the course to clarify open questions before contacting the instructor.
- The course organization into lessons enables the student to subjectively pace the learning experience and adapt learning to the student's personal organization. Several milestones will be defined and presented in the Welcome session. All lessons should be successfully finished, including all exercises, and quizzes before the end of the semester.