Course Description

The basic purpose of the course is to present a comprehensive framework for analysis, strategy formulation, and tactical marketing decision making for new ventures and products. The course takes a "value" approach to marketing. That is, creating value for customers, strategic partners, and for the company itself is considered the ultimate goal for the marketing process. The creation of this "Optimal Value Proposition" is the center of the course.

Course Goals

More specific goals include:
1. Acquaint students with a formal model for analysis of marketing environments (the 5 c’s model) and the impact of the data obtained on strategy development.

2. Stress the need for tactical decision making to flow directly out of a clearly defined marketing strategy.

3. Help students apply the concepts learned in the course to their specific team projects in the Zell program.

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**Grading**

Final Exam 100%

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**Reading List**

1. **1st session - Oct. 18th**

   Topics: A value creation approach to marketing

   **Class readings:**

   General Reading for the whole course to be done after the 1st class and referred to whenever needed.

   3-V Marketing Value Framework (3-5 minutes)
   5-C Framework (5-8 minutes)
   S-T-P Framework (3-5 minutes)
   4-P Framework (4-6 minutes)

   Questions to consider while reading the above:
   1. What is the value of each of the above frameworks?
   2. What are their limitations?
   3. How, if at all, are they interrelated?

   Also skim: The Marketing Environment – Skimming should take around 15 minutes and is enough, for those of you who want to read everything – resist this urge (no value in it!!)

   Questions to consider while reading the above:
   1. How should we analyze each context element or force?
   2. Are any more important than others?

2. **2nd session - Oct. 19th**
Topic: Continue our discussion of value creation, present the course model and start on customer analysis

Class readings:

Case: Universal Press Pricing Dilemma, Alex Chernev
Case: Duramax: The Product Improvement Nobody Wanted, Alex Chernev & Eyal Maoz

3rd session – Oct. 20th

Topic: Continue our discussion of customer analysis and start on the other 4 C’s (Competitors, collaborators, company, context).

4th session – Oct. 21st

Topic: Continue our discussion of Competitors, collaborators, company, and context and marketing strategy - Segmentation and targeting

Readings:

· Segmentation and Targeting Analysis (18-22 minutes)

Questions to consider while reading the above:

1. How do we actually segment the market? What about new products? Established Products? Is there a difference?

2. How important is targeting in the overall scheme of things? How difficult is it?

5th session – Oct. 22nd

Topic: Positioning Strategy & The marketing plan: 4 P’s and beyond. In this session we will move on to a comprehensive in-class case and workshop. This case and the work you will do (in groups) will tie all the framework elements together and “bring it home”.

Mini-Case: What Toilet Paper can teach us about Marketing?. This mini-case will be presented in class and demonstrate the relationship between the strategic stage and the tactical decisions stemming from it.

Readings:

· Positioning Analysis (10-12 minutes)

Questions to consider while reading the above:

1. Positioning should be a function of what?

2. What can we base positioning on?

This Season’s Must-Have: The Little Black Roll (from NY Times – 5 minutes)