Course Description

Course Details:

- Course Name: Marketing Strategy for Entrepreneurial Ventures
- Course Number: 5017
- Credit Points: 2 Points
- Course Schedule: Academic Year 2022-23
- Lecturer: Eyal Maoz
Course Goals

Course Goals/Objectives:

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. 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.

Course Materials:

Course case packet consisting of cases, readings, and slides which will be made available to the students.

My copies of both books can be found in the Zell Library.

Grading

Course Grading Method:

Final Exam 100%

Learning Outcomes

Applying course material to specific Venture within the Zell program

Lecturer Office Hours
Lecturer Information:

Email: e-maoz@kellogg.northwestern.edu
Cell: 050-5561736
Office Hours: By Appointment
If, at any point during the course, you have questions regarding the material covered in class, please do not hesitate to immediately contact me and I'll be glad to arrange times for meetings.

Teaching Assistant

The TA for the class is Micki and she can be reached at 050-7516279.

Additional Notes

Lecturer BIO:

Dr. Eyal Maoz
Age: 59, Married + 2
B.A. (Economics) & MBA Tel-Aviv University
Ph.D. (Marketing) Northwestern University (U.S.A.)

Eyal Maoz’s areas of specialty are marketing strategy, new product development and marketing research. He is a Visiting Professor of Marketing at the Kellogg School of Business, Northwestern University (1995–Current) and at INSEAD (France). Eyal is the Associate Dean for Teaching and the Curriculum at the Ono Academic College (Israel) and a former academic director of the executive MBA program at the Hebrew University of Jerusalem. He consults and lectures extensively across the world to companies in the consumer goods, hi-tech, drug, and banking industries. His research and consulting are mainly in the areas of innovation management and Customer Loyalty.

Reading List

Reading list and class schedule:

1st session - Oct. 23rd
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?

2nd session - Oct. 24th
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. 25th
Topic: Continue our discussion of customer analysis and start on the other 4 C’s (Competitors, collaborators, company, context).

4th session – Oct. 26th
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. 27th
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)