

# MKT5201 – Foundations in Marketing WS2020/21

## MBA at Pforzheim University

### A) Aim of the course

The course will provide the students with a comprehensive understanding of the concepts and principles of Marketing and its applications. The course will give an overview of the key areas of Marketing.

### B) Key outcomes of the course

#### After the course, you will be capable of ...

- reproducing core theories, explaining the market behaviour by consumers, business organizations and competition,
- recognize, translate and apply the foundations of strategic marketing management as well as
- naming, rephrasing and employing the instrumental elements of the marketing mix and at least,
- differentiating their use by putting together strategic and instrumental marketing elements against the background of specific business cases in order to appraise and argue marketing management decisions

### C) Course content

- Understanding marketing and the marketing process
- Consumer needs as the source of marketing management
- Theoretical foundations of marketing management
- Creating the marketing mix
- Product Management: The role of features and benefits -product development and product mix
- Price Management: Optimizing profits - product pricing and pricing policies during the product cycle
- Sales Management: Go where the shopper is – retail channels, customer management and developing new business opportunities
- Product Promotion: Where and how to reach the customer - The levels and approaches of advertising

### D) Teaching and learning methods

- The course lecturer will make a presentation for each of the key topics to provide the theoretical basis
- Practical exercises will be used to apply the theoretical frameworks and tools
- Case studies will be solved and discussed to understand practical situations
- Group works will be conducted to leverage the knowledge and the diverse backgrounds of the students in class
- Videos will be used to further illustrate key concepts (e.g. advertising)

### E) Course contributions to the MBA program goals / learning outcomes

Goal	Course Contributions to Goal	Assessment
<b>1 Responsible leadership in organizational contexts</b>	Group work in assigned teams to solve case studies	Case study preparation and presentation
<b>2 Creative problem solving skills in a complex business environment</b>	Application of the knowledge imparted in the solutions of case studies	Written exam and case study preparation/presentation
<b>3 Research Skills</b>	Marketing concept development of own imaginary start-up company	Final presentation of marketing concept
<b>4 Management of Innovation</b>	Ethical marketing questions will be covered in case studies and class discussion  Marketing concept development of own imaginary start-up company	Written exam and case study preparation/presentation  Final presentation of marketing concept
<b>5 Management of the challenges of global sustainability and awareness for social and corporate responsibilities</b>	Examples and case studies will cover a wide range of Marketing issues in the global world	Written exam and case study preparation/presentation

### F) Structure of the lecture

- 1. The Marketing Concept**
- 2. Consumer buying behaviour**
- 3. Internal and external analysis – the Market environment**
- 4. Market segmentation, targeting and positioning**
- 5. Marketing Objectives and Marketing Strategy**
- 6. The Marketing mix**
  - 6.1. Branding**
  - 6.2. Product**  
(Product concepts, service concepts, product portfolio, product life cycle, new product development)
  - 6.3. Price**  
(Pricing, cost, competitor and marketing-orientated methods)
  - 6.4. Promotion**  
(Communications mix, advertising, selling, PR, direct marketing, objectives, media strategy, online)
  - 6.5. Place**  
(Channels, retailing, distribution)
- 7. Marketing plan and implementation**

## G) Literature

### The set text is:

- Jobber, D./ Fahy, J. (2019): Foundations of Marketing, McGraw-Hill Higher Education, 6<sup>th</sup> edition. **ISBN-13:** 978-1526847348

The book is a reasonable size and the course follows its structure. Please make sure you get the book – it is also available in the library and read the chapters along our course. There is a list of required reading from this book later on in this syllabus.

**For supplementary reading**, the following books are recommended (also available in the library):

- Kotler, P./Keller, K.L. (2015): Marketing Management, Pearson, 15th edition, Global Edition. **ISBN-13:** 978-1292092621
- Jobber, D./Ellis-Chadwick, F. (2016): Principles and Practice of Marketing, McGraw-Hill Higher Education, 8th edition. **ISBN-13:** 978-0077174149

## H) Course Assessment

The assessment of the course will be based on presentations (of case study solutions), a marketing plan and of a written exam at the end of the seminar.

### a) Presentations of the cases and exercises (20% of the grade)

On the first day of class, the students should form teams of ideally 3 people (maximum 4). These teams will remain together during the whole seminar. During the course of the class there will be various cases and exercises (ten in total), which will be discussed in group breakouts and then the solution will be presented by a selected team to the whole class. Each group has to hand in their written solution to the professor and all exercises/cases will be graded (group grade). Alternatively, the professor might ask the students to do the cases/exercises at home and to hand in an individual solution (individual grade).

### b) Marketing plan (40% of the grade)

In the formed teams (see above), students should develop a marketing plan. This plan will be presented (power point format) at the end of the course in January. The marketing plan should be for a start-up company that doesn't exist yet – it has to be an end-consumer oriented product/service. I encourage you to discuss and find within your group a new product idea. Be creative! Please discuss with the professor your ideas and get her input which one would be suitable before you start. The marketing plan should consist of the following chapters

- **Executive Summary (short; not to be presented but to contain a summary of the whole presentation)**
- **External analysis (only the parts which are needed; please prioritize)**
- **Customer segmentation and targeting (detailed)**
- **Marketing objectives (short)**
- **Marketing mix (detailed)**

The sources for data should be mainly based on secondary research, such as articles, published reports, etc. However, if you see that you are lacking an

essential part of information, it might be advisable to conduct primary research (e.g. questionnaire, focus group). Please discuss with the professor!

You have to work in teams independently. However, you can always ask advice or show work in progress to the professor – this will only improve your work. I strongly recommend that you start with the preparation of the presentation already in November! On the progress meeting on 25.November it would be good to have already a draft.

A good marketing plan presentation has the following elements:

- A catchy introduction
- A product description in the beginning so that everybody in the audience knows the product
- The layout/design is consistent with the product
- Major points are backed with data and facts from secondary research
- Primary research is used to back the marketing plan
- There is a consistent story that makes sense and the parts of the plan are interlinked (e.g. the marketing mix is based on the segments targeted; threats identified in the external analysis are being discussed in the marketing mix to overcome them)
- Promotion (=Communications) is detailed with one or two instruments (e.g. design of print advertising or detailed social media content in a campaign)
- The design/layout of the presentation reflects the brand iconography

The marketing plan should be developed in a power point format and should not exceed 20 pages. It needs to be handed in latest on 1.February (day of the presentation). All teams must be ready and prepare to present on 2.February. You will have 30 minutes for the presentation. All group members must present. All content will be checked regarding plagiarism. Be aware that plagiarism, in the form of copying from unattributed sources or from other students, will result in rigid penalties including failure. Please write on the title page the title of the report, the names of all group members and the student number of all group members. Please hand in a written print-out of the presentations to the professor on the day of presentation.

**c) Exam (40% of the grade)**

An exam will be held the end of the course. Duration of the exam will be 90 minutes. The exam needs to be passed (minimum 4.0), otherwise the course is failed. All content covered in class (lecture, lecture script, case studies, exercise, chapters read in the book etc.) will be relevant for the exam. The exam is on **12. November at 8.00.**

**I) Topics, cases and readings in text book**

**The class is blocked. These are the days of class:**

- Week 1: 7.October 13.45-18.45 and 8.October 15:30-20:30 (Wed and Thur)
- Week 2: 14.October 13.45-18.45 and 15.October 15.30-20.30 (Wed and Thur)
- Week 3: 19.October 13:45-18:45 and 22.October 15.30-20.30 (Mo and Thur)

On 25.November we have scheduled class between 13.45-20.30 to discuss the progress of the Marketing plan (I will have individual team meetings, so each team will get a time slot beforehand).

The same will be done on 16.December from 13.45-20.30.

On 2.February will be the presentations of the Marketing plan for all groups (13.45-20.30).

Date	Time	Topic	Cases and exercises	Readings in Jobber/Fahy
7 Oct	13.45-15.15	Introduction 1. Marketing Concept 2. Consumer buying behaviour		Chapter 1 Chapter 3
7 Oct	15.30-17.00 17.15-18.45	3. Internal and External Analysis	<b>Exercises:</b> • PESTEL (in class) • Porter's Five Forces (at home)	Chapter 2
8 Oct	15.30-17.00 17.15-18.45	4. Market segmentation, targeting and positioning	<b>Exercise:</b> <b>Gym (in class)</b>	Chapter 5
8 Oct	19.00-20.30	5. Marketing Objectives and Marketing Strategy		Chapter 12
14 Oct	13.45-15.15	6.1. Branding	<b>Case:</b> <b>Red Bull (in class)</b>	Chapter 6/7
14 Oct	15.30-17.00 17.15-18.45	6.2. Product	<b>Case:</b> Spotify (at home)	Chapter 6/7
15 Oct	15.30-17.00	6.3. Promotion	<b>Case: Accor (in class)</b>	Chapter 10, 11
15 Oct	17.15-18.45 19.00-20.30	6.4. Pricing	<b>Case:</b> Primark (at home)	Chapter 8
19 Oct	13.45-15.15	6.5. Place	<b>Case: Danske Bank (in class)</b>	Chapter 9
19 Oct	15.30-17.00 17.15-18.45	7. Implementation Excursus	<b>Exercise:</b> <b>Beergarden (in class)</b>	Chapter 12
22 Oct	15.30-17.00 17.15- 18.45 19.00-20.30	Meetings with student groups: (individual meetings)		
25 Nov	13.45-15.15 15.30-17.00 17.15-18.45 19.00-20.30	Meetings with student groups: (individual meetings)		
16 Dec	13.45-15.15 15.30-17.00 17.15-18.45 19.00-20.30	Meetings with student groups: (individual meetings)		
2 Feb	13.45-15.15 15.30-17.00 17.15-18.45 19.00-20.30	Final presentations		

**J) Essential pre-reading: Cases**

You need to read the three cases (Red Bull, Accor, Danske) before they are discussed in class! There will be no time in class to read the case. Please note, that all cases are available on Moodle. The Primark and Danske case are also available in the book (Fahy/Jobber).

**K) Lecturer**

Nadine Walter holds a Master degree in Business Administration from the University of Mannheim, Germany, a MBA from the University of Massachusetts at Dartmouth in the United States and a Ph.D. in Marketing from the University of Hamburg, Germany. Since 2008, she is a professor of International Marketing at Pforzheim University. Before that, she worked for 6 years as a management consultant at McKinsey & Company.

**L) Contact details and assistance**

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