

MKT 401

Strategic Marketing and Marketing in Specific Industry Contexts

Today's markets have become difficult environments for most companies. Challenges arise from a variety of changes taking part in many different domains, impacting the behavior and conduct of customers, competitors and other important stakeholders such as suppliers and channel partners. In this landscape companies have to be smart and able to address customer needs in a way that makes them purchase their offerings and – more importantly – that satisfies customers' genuine needs so that satisfaction and loyalty result. If there is one business discipline that can help companies to accomplish this goal – it is marketing.

A principal element of marketing is the strategic setting in which it takes place. To fully appreciate these strategic aspects, it is essential to understand the concept of marketing strategy and to apply strategic marketing concepts to the different specific industry contexts companies operate in. We will focus on marketing strategy, business-to-consumer marketing, business-to-business marketing, services marketing, international marketing, and digital marketing.

This course is designed for students who have successfully completed MKT 301 (Marketing I) or an introductory marketing management course addressing issues pertaining to the marketing mix. This course prepares you for entry level marketing positions in nationally or internationally operating companies. The course also lays the foundation for graduate level studies in the field of marketing. At the end of the course, students will have an understanding of the strategic and institutional perspectives and will be able to identify and develop marketing strategies, as well as apply marketing concepts in specific industry contexts. In order to acquire this skill-set, the teaching in this course is built on the following elements:

- Lectures and class discussions
- Guest lectures from managers
- Computer simulation
- Participatory tutorials



General Information

Lecturer	Prof. Dr. Sabine Kuester
Course Format	<ul style="list-style-type: none">• Lectures and class discussions• Guest lectures from managers• Computer simulation• Participatory tutorials
Credit Points	6 ECTS
Frequency	Weekly: 4h lecture; 2h tutorial
Language	English
Grading	Written exam in English (100%), 90 minutes
Exam Date	April 8 Alternate Examination: June 19
Term	Spring semester 2024

For all course related issues, please contact us via email:

e-mail: mkt401@uni-mannheim.de



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Course Requirements

All course participants are required to attend the weekly lectures. Additionally, all students must participate in a computer simulation. Each student can attend one simulation track. In addition, tutorial sessions will be offered for each topic covered in the lecture. There will be different tracks for the computer simulation and for the tutorial sessions, as outlined in this syllabus.

All relevant information for the course will be posted online on “ILIAS”. It is each student’s responsibility to obtain information missed due to absence.

Lectures

Lectures will take place in presence on Mondays B4 (01:45 pm - 03:15 pm) and Wednesdays B3 (12:00 pm - 01:30 pm) in **SO 108** according to the schedule on page 5. During the lecture, students will be exposed to theories and concepts covering the topics as indicated in the lecture outline. Guest speakers are also invited to provide insights into marketing practice.

Tutorials

The tutorials are designed to strengthen students’ conceptual knowledge and to explore lecture materials. These interactive sessions will be taught by a student tutor. The material covered in tutorials may be part of the course exam. Attendance in tutorials is highly recommended. The tutorials will not be recorded.

Tutorials					
Track	Date	Time	Mode	Place	Tutor
Track 1	Monday (19.02. – 18.03.)	B5 03:30 pm – 05:00 pm	In presence	SN 163	tba
Track 2	Tuesday (20.02. – 19.03.)	B5 03:30 pm – 05:00 pm	In presence	tba	tba
Track 3	Wednesday (21.02. – 20.03.)	B4 01:45 pm – 03:15 pm	In presence	SN 163	tba

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Simulation

The best way to develop an appreciation and aptitude for marketing is to apply knowledge of marketing concepts to real-world business challenges. For this purpose, students will play a computer simulation.

In this simulation, students take on the position of board members of a motion capture sensors manufacturer and are tasked with executing a successful business-to-business marketing strategy over a number of time periods. Students determine all aspects of the company's go-to-market approach (including sales-force deployment and distribution channel strategy) and associated elements of product policy, including pricing and market positioning of the company's product line to both small and large volume customers. Students also prioritize the manufacturer's efforts in acquiring and retaining customers in order to achieve a combination of sustainable revenues and profits and maximize cumulative profits at the end of the simulation. The simulation also illustrates the benefits of investment in market research and training. We highly recommend that you familiarize yourself with the simulation and the material provided, before you start playing the simulation.

!!! Successful completion of the simulation is mandatory to pass the course !!!

This course component is composed of **two deliverables**:

- Successful completion of the simulation in a team. The teams will be created on the simulation day.
- Short final report (max. 1 page) in which your team presents and reflects on the key learnings from the simulation. The last day for submitting the report is **Wednesday, 27.03.2024 at 5 pm**. Please use the template that you find on ILIAS. It is sufficient that one team member uploads the team's report on ILIAS, under the task "Simulation report submission"

!!! Deadline for completion of the simulation and final report submission is 27.03.2024 at 5 pm!!!

Every student needs to attend one of the offered tracks and play the stimulation in a classroom setting under the guidance of a tutor. Please register for your preferred track in Portal 2 during the first week of the Spring term. There is a limited number of places per track. **If you don't register for any of the offered tracks, you cannot play the simulation and therefore cannot participate in the exam.** If you have already participated in the simulation last semester, please contact us via e-mail.

Track	Date	Time	Mode	Place
Track 1	Friday, February 23	10:15 am – 01:15 pm	In presence	L7 3-5, Room 358
Track 2	Friday, February 23	02:00 pm – 05:00 pm	In presence	L7 3-5, Room 358
Track 3	Friday, March 01	10:15 am – 01:15 pm	In presence	L7 3-5, Room 358
Track 4	Friday, March 01	02:00 pm – 05:00 pm	In presence	L7 3-5, Room 358
Track 5	Friday, March 08	10:15 am – 01:15 pm	In presence	L7 3-5, Room 358
Track 6	Friday, March 08	02:00 pm – 05:00 pm	In presence	L7 3-5, Room 358
Track 7	Friday, March 15	10:15 am – 01:15 pm	In presence	L7 3-5, Room 358
Track 8	Friday, March 15	02:00 pm – 05:00 pm	In presence	L7 3-5, Room 358
Track 9	Friday, March 22	10:15 am – 01:15 pm	In presence	L7 3-5, Room 358
Track 10	Friday, March 22	02:00 pm – 05:00 pm	In presence	L7 3-5, Room 358

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Course Material

We will upload the lecture slides for this course via ILIAS.

The required readings for this course are:

- Lecture slides.
- Homburg, Christian, Kuester, Sabine, and Harley Krohmer (2013), Marketing Management – A Contemporary Perspective (second edition), McGraw-Hill Higher Education, London.

The book is available in major bookstores. There are also copies available at the university library and in online bookshops.

Exam

On **April 8, 2024**, students will sit for a 90 minutes **in-class** exam consisting of short answer questions and analytical questions covering relevant lecture material and readings that have been addressed in the lectures and the tutorial sessions. Guest lectures are also relevant for the exam.

The alternate exam date is **June 19, 2024**.

Elements of Course Grade

Final Examination: 100%

Notes

- Passing the course requires a minimum grade of 4.0.
- Successful **participation in the simulation is mandatory to pass the course!** The deadline for completing the simulation and sending the report is **March 27, 5 pm**.

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Course Outline (topic allocation subject to change)

Week	Date	Course element
1	12.02.2024, B4	Lecture 1 Introduction, Marketing Strategy
	14.02.2024, B3	Lecture 2 Marketing Strategy
2	19.02.2024, B4	Guest Lecture L'Oréal
	21.02.2024, B3	Lecture 4 B2B Marketing
	19-21.02.2024	Tutorial 1: Marketing Strategy
	23.02.2024	Simulation: Managing Segments and Customers (Track 1+2)
3	26.02.2024, B4	Lecture 5 B2C Marketing
	28.02.2024, B3	Lecture 6 Guest Lecture Merz Consumer Care
	26.02.-28.02.2024	Tutorial 2: B2B Marketing
	01.03.2024	Simulation: Managing Segments and Customers (Track 3+4)
4	04.03.2024, B4	Lecture 7 B2C Marketing
	06.03.2024, B3	Lecture 8 Services Marketing
	04.03.-06.03.2024	Tutorial 3: B2C Marketing
	08.03.2024	Simulation: Managing Segments and Customers (Track 5+6)
5	11.03.2024, B4	Lecture 9 International Marketing
	13.03.2024, B3	Lecture 10 International Marketing
	11.03.-13.03.2024	Tutorial 4: Services Marketing / International Marketing
	15.03.2024	Simulation: Managing Segments and Customers (Track 7+8)
6	18.03.2024, B4	Lecture 11 Guest Lecture Essity
	20.03.2024, B3	Lecture 12 Digital Marketing
	18.03.-20.03.2024	Tutorial 5: International Marketing / Digital Marketing
	22.03.2024	Simulation: Managing Segments and Customers (Track 9+10)

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