

Marketing for Product Managers

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Number of ECTS credits : 4

Course leader : MAILLET José

Faculty :

≡ COURSE DESCRIPTION

Marketing strategy is a process that can allow an organization to concentrate its resources on the optimal opportunities with the goals of increasing sales and achieving a sustainable competitive advantage. Marketing strategies serve as the fundamental underpinning of marketing plans designed to fill market needs and reach marketing objectives. Developing strong brands is part of the strategic choices of the companies. This module deals with strategies and tactics to develop a competitive advantage and provides a framework of reference to develop a marketing strategy.

≡ COURSE OBJECTIVES

Having completed this course, the student is expected to demonstrate an understanding of :

- How to develop a Marketing Strategy
- How to find and analyze information
- How to properly cite outside reference material
- How to develop brand identity
- How to measure brand equity
- How to establish and measure key indicators of marketing performance

≡ LEARNING GOALS

≡ TACKLED CONCEPTS

5 C's Analysis (context, company, competition, collaborators, customers)
Segmentation, Targeting, Positioning
Marketing Mix
Value creation
Brand Identity
Brand Equity
Key performance indicators

≡ LEARNING METHODS

This course will be taught using a combination of lecture, short exercises in class, and case studies.

≡ ASSIGNMENTS

1 cases mid-term; one exam, one final company project.

≡ BIBLIOGRAPHY

≡ EVALUATION METHODS

30 % : Developing Marketing Strategy
70 % : L'Oréal brandstorm Project

≡ SESSIONS

1

LECTURE : 00h00

Developing Marketing Strategy, 12 hours

Session 1 : Marketing Framework, 5C's, Segmentation, Targeting, Positioning, Marketing Mix.

Session 2 : Application of the Marketing framework to a case study

Session 3 : Students oral presentations

2

LECTURE : 00h00

Managing Brand Identity & Brand Equity, KPIs, 12 hours

Session 1: Introduction to Keller's concept of consumer based brand equity

Session 2: Creation and maintenance of brand value: the role of marketing

Session 3: Brand equity: measurement approaches

3

LECTURE : 00h00

Company project "Developping new Marketing Strategy", 6 hours

Presentation of the company and project

Coaching session

Students oral presentation

Number of ECTS credits : 4

Course leader : MAILLET José

Faculty :

≡ COURSE DESCRIPTION

The Marketing priorities for the next coming years, according to the Marketing Science Institute, refer to getting a better understanding and getting closer to customers.

On the one hand there is a need to develop a better understanding of how people consume and how consumption is part of their life. This implies having a more in depth understanding of consumer subjective experience. One of the challenges of companies is to design experiences, not only products. And understand which experiences make a difference for customers and which are not worth the investment.

On the other hand the explosive growth in sources and quantity of data available to firms is leading them to develop new tools to analyse market et customer data. How to they integrate multiple data sources, and use the wealth of information to come up with better insights?

≡ COURSE OBJECTIVES

Having completed this course, the student is expected to demonstrate an understanding of :

- Qualitative methods
- Content analysis
- Quantitative methods and statistics
- Big Data
- Multiple data source
- On line data and data bases
- Product vs. experience
- Purchasing vs. consuming
- Decision vs. Experience
- The co-constructed aspect of the experience
- The role of consumers in the marketing process

≡ LEARNING GOALS

≡ TACKLED CONCEPTS

Consumer orientation
Consumption experience
Shopping experience
Innovation
Loyalty
Qualitative methods
Quantitative Methods
Market research

≡ LEARNING METHODS

The courses will be taught using a combination of lecture, short exercises in class, and case studies.

The programme will be intensive and highly interactive, making use of a number of case studies, as well as a using series of examples from a wide spectrum of industries. The teaching strategy will encourage the students to adopt a critical and reflective approach to course content. The group d

≡ ASSIGNMENTS

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The programme will be intensive and highly interactive, making use of a number of case studies, as well as a using series of examples from a wide spectrum of industries. The teaching strategy will encourage the students to adopt a critical and reflective approach to course content. The group discussions and presentations and real-life projects will be used to provide the students with a forum where they will be presenting their views and exploring a wide range of marketing and innovation issues and topics.

≡ BIBLIOGRAPHY

≡ EVALUATION METHODS

50 % : Market research : quantitative approach

50 % : Nutella project (Ferrero)

≡ SESSIONS

1

LECTURE : 00h00

Course 1, 9 hours : Exploring customer experience

Session 1 :

1 - Lecture: Introduction to consumer experience & shopping experience

2- Learning activity: Which methods to capture consumer experience?

Session 2 :

2 - Lecture: Consumption experience and innovation

2- Learning activity : How to analyze qualitative data?

Session 3 :

3- Lecture: How do consumers get the power? Brand communities, tribes, Internet, social media, word of mouth...

Learning activity: Presentation of the results of a qualitative research.

2

LECTURE : 00h00

Course 2, 15 hours : Multi Source Marketing analytics

To be determined

3

LECTURE : 00h00

“Innovation based of consumer insight”, 6 hours

Company project.

- Presentation of the company and project

- Coaching session

- Students oral presentation

Number of ECTS credits : 4

Course leader : MAILLET José

Faculty :

≡ COURSE DESCRIPTION

Communicating value to customers is at the core of Marketing activity as it contributes to promote products, services and relationship with customers, suppliers, distributors and overall business partners. In this module, we focus on several communicational issues, such as advertising's role in shaping brand identity and value, media's role in targeting appropriate customer segments, and CRM (Customer Relationship Management) approaches contributing to customer-centric interactions.

≡ COURSE OBJECTIVES

Having completed this course, the student is expected to demonstrate an understanding of :

- The overall advertising process
- Advertising theory and strategies The difference between relational and transactional marketing
- How to develop a customer centric approach
- The issues related to CRM, Customer relationship management

≡ LEARNING GOALS

≡ TACKLED CONCEPTS

Advertising market
Advertising strategy
Media planning
Advertising impact
customer centric approach
CRM,
Customer value

≡ LEARNING METHODS

This course will be taught using a combination of lecture, short exercises in class, and case studies.

≡ ASSIGNMENTS

3 cases mid-term; one final company project.

≡ BIBLIOGRAPHY

≡ EVALUATION METHODS

50 % : Digital growth

50 % : Brand value exam

≡ SESSIONS

1

LECTURE : 00h00

Fundamentals of advertising, 12 hours

Session 1 : Introduction to advertising and the advertising business

Session 2 : Message design and advertising appeals

Session 3 : Measuring advertising effectiveness

Session 4 : Assesed group case study presentations

2

LECTURE : 00h00

Media Strategies, 6 hours

Session 1 : Media planning tools and technics

Session 2: Media planning and buying : who are the players involved and their respective role? The media organizations' point of view

3

LECTURE : 00h00

Customer relationship management and customer loyalty, 12 hours

Session 1 : Transaction vs. Relation. Building customer relationship

Session 2 : CRM in retailing and customer markets

Session 3 : CRM Tools, Components of eCRM Solutions

Session 4 : Implementing CRM solutions

Number of ECTS credits : 4

Course leader : MAILLET José

Faculty :

≡ COURSE DESCRIPTION

Developing Value Proposition is the main purpose of marketing activities (Vargo and Lusch, 2004). How to deliver value?

This module addresses two main issues related to the value proposition. First of all, innovation. Product and service innovation are regarded as central to firms' competitiveness and profitability. Evidence suggests that innovating firms grow faster, achieve higher productivity and generally are more profitable than non-innovators. Innovation is however a challenging management process which requires a set of management skills and knowledge. This course adopts a marketing perspective to New Product Development and product diffusion. It draws on contemporary management practices and analytical tools that can aid managers in maximising the effects of innovation by successfully creating and matching products to markets. It also draws on business models innovation.

Second, developing value with pricing strategies. How to adopt an efficient pricing strategy? Is price related to cost? How price influence perceived value?

≡ COURSE OBJECTIVES

- Having completed this course, the student is expected to demonstrate an understanding of :
- the logic and applications of contemporary management models of innovation
- the elements of the new product development process in manufacturing and in service industries
- the management implications of product diffusion and the product life-cycle
- undertake in a professional manner a coherent and in-depth market analysis with reference to subsequent management decision making
- analyse real-life case studies working effectively in teams
- Strategic options the firm is facing to develop a coherent pricing strategy.

≡ LEARNING GOALS

≡ TACKLED CONCEPTS

Typologies of innovation
Management models of innovation
Types of NPD processes
New product diffusion and product life cycle management
Value creation
Pricing structure for different segments
Pricing policy
Pricing over the product life cycle
Costs

≡ LEARNING METHODS

2 courses, 1 seminar

≡ ASSIGNMENTS

mid-term cases; final exam.

≡ BIBLIOGRAPHY

≡ EVALUATION METHODS

60 % : The marketing of innovation

40 % : Pricing strategies and yield management (exam)

≡ SESSIONS

1

LECTURE : 00h00

Course 1: The marketing of new products and services, 14 hours

Session 1 : Understanding markets through contemporary management models of innovation

Session 2 : The new product / services development across industries

Session 3 : The product / service diffusion process and the management of new life cycle

Session 4 : Company workshop

2

LECTURE : 00h00

Practices of Marketing Development in FMCG, 4 hours.

In partnership with L'Oréal

- Operational Marketing vs. Marketing Development

- Product Life cycle

How to write breakthrough concepts?

3

LECTURE : 00h00

Course 2, The Strategy and Tactics of Pricing, 12 hours

Session 1: Strategic pricing and value creation

Session 2: Price structure, pricing policy and setting prices

Session 3: Pricing over the product life cycle, implementing pricing strategy and competition

Session 4: Financial analysis, competition and ethics in pricing

Number of ECTS credits : 4

Course leader : MAILLET José

Faculty :

≡ COURSE DESCRIPTION

With the development of e-channels, the retail environment has drastically changed over the last 10 years. Retailing is an important socio-economic activity which bridges production and consumption and affects millions of people every day. It is among the biggest and most dynamic business-to-consumer sectors, where many modern retailers co-create and leverage new technologies and multiple channels to market.

This course will address main critical issues related to this evolution and the main challenges in the retailing environment. This course will introduce the new international retailing environment, and multi channel strategies. It will develop how to elaborate e-commerce strategy, and how to integrate e-commerce in a multichannel strategy. It will address broad issues related to how to operate e-commerce and create a market interface for customers.

≡ COURSE OBJECTIVES

Students will get a comprehensive overview of the retail environment and multi channel strategies

Students will develop the knowledge and skills to build an e-commerce strategy

Students will be aware of the main component to develop an on-line market interface

≡ LEARNING GOALS

≡ TACKLED CONCEPTS

Retailing, multi channel, relation, transaction, e-commerce, mobile-commerce, on-line retailing, Typologies and management models of multichannel retailing and innovation.

≡ LEARNING METHODS

The methodologies used in the course include short lectures, videos, role plays, class discussions of assigned readings with critical thinking questions, case presentation of students and case discussion sessions. Students will be able to develop communication, analysis, presentation and also negotiation skills during class.

≡ ASSIGNMENTS

Students are expected to work on case studies that will be provided during the courses, as well as a real life company project.

≡ BIBLIOGRAPHY

≡ EVALUATION METHODS

40 % : Retail marketing and communication

60 % : E-commerce and M-commerce

≡ SESSIONS

1

LECTURE : 00h00

Multi channel retailing, 6 hours

Session 1 : Key functions of contemporary retailing and market trends in an international context

Session 2 : Introduction to multichannel retailing; leveraging technology and marketing innovation

2

LECTURE : 00h00

e-commerce & m-commerce, 18 hours

session 1 : e-commerce, evolutions, customers, actors, integration of e-commerce in a multi channel strategy

session 2-3 : e-commerce strategy, main missions of e-commerce

session 4-5 : e-commerce strategy, Key succes factors of e-commerce, revenue models

session 6 : Students presentation

3

LECTURE : 00h00

Technical aspects of e-commerce, 6 hours

Session 1: e-commerce platform, main components

Session 2 : e-commerce technologies, design and personnalisation of e-commerce platform

Number of ECTS credits : 4

Course leader : MAILLET José

Faculty :

≡ COURSE DESCRIPTION

This course has the objective to give a professional perspective of operational marketing and trade marketing. To ensure that a retailer promotes a company's product against competitors, that company must market its product to the retailers, this is what we call trade marketing.

To market to retailers, companies have developed a focus on shoppers and category management (vs. brand management).

A second focus of the course is to analyze market data to build operational recommendations for the marketing mix with retail panels and consumer panels.

A third focus of the course is on marketing as a tool for business development in B to B business.

≡ COURSE OBJECTIVES

Having completed this course the student is expected to demonstrate:

- An ability to understand the retail audit concept and the different stages of the Retail Audit process.
- An ability to explain what are the most powerful panel indicators and their main use in sales and marketing management.
- An ability to follow an analysis scheme to answer specific business questions
- An ability to understand the difference between shopper and consumer, and the different marketing approaches related to these 2 activities.
- An ability to understand the difference between brands / products and categories, and the different marketing approaches related to these 2 concepts
- An ability to understand the specificities of B to B marketing

≡ LEARNING GOALS

≡ TACKLED CONCEPTS

Shopper

Category

Retail audit process, Retail panels.

SWOT, value chain

≡ LEARNING METHODS

Both lecture course and interactive hands-on exercises will illustrate the different parts of the lesson.

Concrete examples of sales reporting and analysis both on household industry and distribution issues will be given all along the training.

≡ ASSIGNMENTS

Students are expected to work on case studies that will be provided during the courses, as well as a real life company project.

≡ BIBLIOGRAPHY

≡ EVALUATION METHODS

50 % : Retail Panel Data Analysis - GFK

50 % : Win-win Negotiation

≡ SESSIONS

1

LECTURE : 00h00

Category Management, 9 hours

Details to be determined

2

LECTURE : 00h00

GfK Retail & Technology, Panel Methodology and Marketing Facts, 6 hours

session 1 : Introduction : GfK Group and markets audited

Retail audit concept

Definition, methods, markets and channels audited

Main steps of the process: data collection, extrapolation...

Examples of reporting and tools

session 2: The use of retail panel in sales management

Marketing facts : definition and calculation exercise

Analysis guidelines

Workshop on a case study

3

LECTURE : 00h00

Panel Description and continuous data analysis, 6 hours

session 1 :e-commerce, evolutions, customers, actors, integration of e-commerce in a multi channel strategy

session 2-3 : e-commerce strategy, main missions of e-commerce

session 4-5 : e-commerce strategy, Key success factors of e-commerce, revenue models

session 6 : Students presentation

4

LECTURE : 00h00

Business development in B to B, 6 hours

BtoB marketing specificities, How to analyze a market, Develop a value chain.

Number of ECTS credits : 4

Course leader : MAILLET José

Faculty :

≡ COURSE DESCRIPTION

This course introduces students to key stakes, concepts, decision-making framework and best practices related to:

- Creation/development of engaging marketing- advertising content and brand assets tailored to the digital age and its specific dynamics,
- Mediatization of content, traffic generation and conversion on branded owned assets,

≡ COURSE OBJECTIVES

Having completed this course the student is expected to:

Be able to tackle digital communication issues and integrated communication issues through three, interrelated practical frameworks that encompass some of the latest advertising trends and techniques: first, Content/Community/Context, a simple framework that takes some of the complexity out, and that will help students tame the inherently complex design of advertising campaign in the digital age. Paid, Owned, Earned Media as it relates to the Brand Digital Eco-system, then, so as to go beyond the design of a «one-shot» campaign, and teach students how to optimize brand's presence on every single offline and digital asset/venue.

Understand the challenges associated with the «Media Side» of advertising and online marketing campaign

≡ LEARNING GOALS

≡ TACKLED CONCEPTS

Integrated Communications, 365 Communication, The brand digital eco-system, Paid-Owned-Earned Media, Consumer Engagement, Content-centric marketing, Community Management, Social-Media Marketing, Social TV, User experience, targeting in the digital age.

From eyeballs to conversions: Views, traffic, intermediate and final conversions.

The media side of the digital advertising ecosystem

SEO, SEM, Display Advertising, Retargeting, Email Marketing, Affiliation....

CMP, CPC, Clic +1, CPA, Cost per View, Cost per Fan, etc

≡ LEARNING METHODS

This course will be taught using a combination of lecture, short exercises in class, video-based case studies and one group assignment handed by a corporation or an advertising agency.
This course will be taught using a combination of lecture, short exercises in class, video-based case studies and one group assignment handed by a corporation or an advertising agency.

≡ ASSIGNMENTS

One corporate assignment, group-based.

≡ BIBLIOGRAPHY

≡ EVALUATION METHODS

50 % : Integrated marketing communication in the digital age - Exam

50 % : Integrated marketing communication in the digital age - Group assessment

≡ SESSIONS

1

LECTURE : 00h00

Creative advertising and the brand's digital ecosystem, 18 hours

Session 1 : The new consumer and media landscape ; From Reach and Repetition to Consumer Engagement, the rules of Engagement.

Session 2 : Content, Community and Context

Session 3 : The brand's digital ecosystem and Paid, Owned and Earned Media.

2

LECTURE : 00h00

Driving traffic and conversions in the new media space, 12 hours

Organization of the sessions to be determined.
