



MARKETING

Autumn 2019

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Course description

This course deals with learning the basic marketing concepts and tools. It begins with a brief revision of marketing fundamentals and notions of creativity, and then analyses consumers in depth, in order to be capable of creating a compelling value proposition, from the Product, Price, Place and Promotion standpoint.

By combining the analytical concepts and tools developed during the course, students will be able to integrate knowledge into a complete and realistic marketing plan, with a high level of complexity.

Learning objectives

This course seeks to develop the necessary abilities and knowledge to be able to apply the principles of marketing, focusing particularly on real, concrete cases in which a clear marketing strategy is relevant. We will also attempt to integrate marketing with the other areas of an organisation, in order to consider the business as a whole. Finally, it is sought that the student develops the ability to assess and take advantage of opportunities.

Course contents and specific bibliography

PART I: INTRODUCTION TO MARKETING

CHAPTER 1: Fundamentals of Marketing. Introductory concepts.

- LEVITT, T. *La Miopía del Marketing*. La Organización orientada hacia el Marketing. Harvard Business Review, 1972.
- DOLAN, R. *Note on Marketing Strategy*, Harvard Business School, 1999.

PART II: UNDERSTANDING THE CONSUMER

CHAPTER 2: Models of consumer behaviour. Quantitative and Qualitative market research. Demand estimation.

- BLACKWELL, R; MINIARD, P; ENGEL, J (2002) *Comportamiento del Consumidor*. Ed: Thomson. Mexico D.F. Chapters 3, 4
- SULTAN, F. (1991), "Marketing research", Harvard Business Review

CHAPTER 3: Segmentation and targeting. Positioning and value proposition.

- BLACKWELL, R; MINIARD, P; ENGEL, J (2002) *Comportamiento del consumidor*. Mexico DF: Thomson. Chapter 8
- DVOSKIN, R. *Fundamentos de Marketing*. Buenos Aires: Granica (2004). Chapter 4
- MIKLOS SARVARY, ANITA ELBERSE, *Market Customization, Segmentation, Targeting and Positioning*. HBS 9-506-019.

PART III: MARKETING AND STRATEGY

CHAPTER 4: Strategic Marketing and Competitive Strategy

- DVOSKIN, R. *Fundamentos de Marketing*. Buenos Aires: Granica – 2004 – Chapter 6
- PORTER, M. *Estrategia Competitiva. Técnicas para el análisis de los sectores industriales y de la competencia*. Buenos Aires: REI. 1991 – Chapters 1 y 2
- PRAHALAD. K., Hamel, G. *The core Competence of the Corporation*. HBR 1999
- KIM C.W., MAUBORGNE R. 2005. *Blue Ocean Strategy*. Harvard Business School Press.

PART IV: MARKETING PLAN

CHAPTER 5: Marketing Plan. Marketing as part of the Business Plan. Marketing Plan, Budget and Management Control.

- LAMBIN, J.J. *Marketing Estratégico*. McGraw Hill. 1995. (Chapter 14)

PARTE V: OPERATIONAL MARKETING

CAPITULO 6: Marketing Mix. The 4 Ps – The need for coherence and adjustment. New models of understanding the marketing mix.

- SHAPIRO, B.P. “La Mezcla de Marketing” in *La Esencia del Marketing*. Vol. 2 R. Dolan (compiler). Ed. Norma, 1995.

CHAPTER 7: Products and services. Experiences. Concepts of generic and wide-range products. Product Portfolio. Internal and external attributions. Differentiation.

Product Development: Product/Market lifecycle. Development of New Products.

- KOTLER, P. *Dirección de Marketing*. Mexico: Prentice Hall. 2001. Chapter 13
- LEVITT, T. “El éxito en el marketing a través de la diferenciación” in *La Esencia del Marketing*. Vol. 2. R. Dolan (compiler). Ed. Norma, 1995.

CAPÍTULO 8: Communication Policy. Role of Communication in the marketing strategy. Messages, media and target segment. Social networks and traditional media.

- HOFFMAN, D. ET AL. *Principios de marketing y sus mejores prácticas*. Thomson, 3rd edition 2007. Chapter 13.
- KELLER, K. (2009), “Building strong brands in a modern marketing communications environment”, *Journal of Marketing Communications*, Vol. 15, Nos. 2–3, April–July 2009, 139–155.

CHAPTER 9: Pricing policy. Concept. Value and Price. Demand and Competition. Fixing prices for new products.

- NAGLE, T. y HOLDEN, R.K. Estrategia y Tácticas para la fijación de precios. Buenos Aires: Granica, 1998. (Chapters 2 and 4).

CHAPTER 10: Distribution. Structure of the distribution channel. Direct and indirect channels. Distribution costs. Localisation. Logistics. E-Commerce.

- HOFFMAN, D. ET AL. Principios de marketing y sus mejores prácticas. Thomson, 3rd Edition 2007. Chapter 11.
- BRYNJOLFSSON, E. ET AL. (2006), "From Niches to Riches: The anatomy of the Long Tail", Sloan Management Review, Vol. 47, No. 4, pp. 67-71.

Method of work

The activities that will be carried out in class are:

- Case discussion (some of which will be previously presented by the students in a written assignment)
- Reading of bibliographic material
- Exchange of experiences between students and professors
- Preparation of the final project in groups, which will consist in the development of a Marketing Plan.

Evaluation mechanisms

The mechanisms of evaluation and their respective weight in the final mark are as follows:

Class Participation and Cases	0.15
Midterm Exam	0.20
Final Exam*	0.45
Final Project*	0.20

* Mandatory approval.

Plagiarism and intellectual dishonesty

Universidad de San Andrés demands a strict compliance with the canons of intellectual honesty. The existence of plagiarism constitutes a grave dishonour, unseemly for university life. It not only consists in literal copy in exams, but in any abusive exploitation of another's intellectual effort. The University's Code of Ethics considers the appropriation of others' intellectual work punishable conduct; therefore, it is recommended that students use the accepted academic formats (MLA, APA, Chicago, etc.) for quotations and bibliographic references (including online formats). The alleged violation of these norms will lead to the formation of an Ethics Tribunal, which, considering the seriousness of the fault, will recommend disciplinary sanctions that can include a warning, suspension or expulsion. When in doubt, consult the guide that is available at the Centro de Escritura Universitaria.

Recommendations and course dynamics

- It is important for students to keep up-to-date with the reading and assignments. We recommend that the students follow the schedule that is in this syllabus, where the texts and assignments that must be completed for each tutorial class are indicated.
- In the tutorial classes the results and difficulties found in the assignments that are completed before them are discussed. Without this previous work, tutorial classes are senseless. We also deal with the texts that correspond to each topic seen in the lecture classes. Therefore, the assignments are much more productive if the texts are read in advance.
- Assignments must be submitted in due time and in the appropriate format and must be original. Plagiarism and/or copying are not allowed. Each assignment must include the following caption at the end: *"This work has been done by the undersigning parties, and contains adequate quotations and credits"*. The names and signatures of the authors of the assignment must follow this caption.
- Class attendance is mandatory. In order to maintain their regular status, students must comply with 75% of attendance (no more than two and a half absences in tutorial classes). Likewise, we deem important to respect the class schedule.
- All assignments and cases that must be completed for the tutorial classes, as well as the slides used in class can be found on the course's webpage. We will also use this means to publish exam marks, as well as any notice or change in the schedule. Therefore, we recommend students check it periodically and keep their e-mail account updated.
- The course professor is at the students' disposal to clear any doubts and contribute to the development of their learning. The contact information is available in this document.

Preparation of written cases

The cases that must be presented in a written format will be prepared in groups of up to 3 students. All the papers must include the following statement at the end: "*This work has been done by the undersigning parties, and contains adequate quotations and credits*". The names and signatures of the authors of the paper must follow this caption.

Recommendations:

- Do not repeat obvious facts about the case, unless they are relevant. Be concise. Identify key ideas and information.
- Take into account the questions on the case for later discussion in the tutorial classes, though the analysis should not be limited to them.
- Carry out the analysis considering the context and reality of the market and the company under consideration, that is, the micro and macro-environment.
- At the end of the analysis of each case, we recommend a listing of courses of action or solutions to the problem, as well as the selection of the option deemed most convenient. The facts and logical argumentations supporting the decisions must be exposed during the case discussion in the tutorial classes.

Final Project

As of the second week of the semester, the students must form groups of up to 5 members to work throughout the semester on a project that will allow them to personally experience the challenge of developing a marketing plan for the launch of a new company or product.

The project must be developed with a limited budget. The product or service to be launched must correspond to a real experience or a hypothetical case, but has to be realistic. The marketing plan must be very specific and detailed. The corresponding budgets must also be included.

Each group shall present the project orally before their classmates, and submit it in written format to the course professor.

Bibliography for consultation

- RUST, T; MOORMAN, C; BHALLA, G. "Rethinking Marketing." Harvard Business Review - january-february 2010.
- ZYMAN S., "The End of Marketing as We Know It". Harper Business. Chapters 1-3.
- AAKER, D. A. Liderazgo de marca. Buenos Aires: Deusto, 2006.
- BAINES, P; CHANSARKAR, B. Introducing Marketing Research. John Wiley & Sons. 2002.
- DVOSKIN R. Fundamentos de Marketing- editorial Granica. Buenos Aires 2004.
- FERRERL O. C. Estrategia de marketing. México: Thomson, 2006.
- HOFFMAN, D. et al. Principios de marketing y sus mejores prácticas. Thomson, 3° edición.2007.
- KOTLER, P. Dirección de Mercadotecnia. Mc Graw Hill. 10A. Edición. Milenium. 2000
- MCCARTHY, E.J. y PERREAULT, W.D. Jr. Marketing: Un Enfoque Global. 13 ° Edición, Mc Graw Hill. 1999.
- MC DONALD, M; DUNBAR, I (2004) Market Segmentation: How to Do It, How to Profit From It. Elsevier Science & Technology Books. 2004.
- SOLOMON, M. Consumer Behavior: Buying, Having, and Being. Prentice Hall. 2008.
- JAFFE, JOSEPH. (2007). Join The Conversation. United States: Wiley.
- JAFFE, JOSEPH. (2010). Flip The Funnel. United States: Wiley.
- FREI, FRANCES; MORRIS, ANNE. (2012). Uncommon Service. United States: Harvard Business Review Press.
- POPPE, JEOFFREY L. (2002). Investigación de Mercado. Bogotá: Editorial Norma
- AAKER, D; JOACHIMSTHALER,E (2000) "The Brand Relationship Spectrum: The Key to the Brand Architecture Challenge" California Management Review. Vol. 42 N°4
- LECINSKY, J. (2012), ZMOT Manual, Google.