

### Marketing Strategy and Analytics

Module		Marketing Strategy and Analytics					
Module Code		MGT60250					
Module Coordinator		Schulze, Christian					
Last Update		2015/01/09					
Target Group		Programme(s)			Bachelor of Science		
		Term			6th semester		
		Compulsory/Elective Module			Elective Module		
		Module Duration			1 Semester		
		Credits:			6		
		Frequency			Annually		
		Language of instruction			English		
Workload:	150 h	Contact hours:	44 h	Independent Learning:	20 h	Assignments:	86 h
Prerequisites		-					
Usability in other Modules/Programmes		-					
Intended Learning Outcomes		<ul style="list-style-type: none"> <li>• <b>Knowledge:</b> Students will learn about the fundamentals of Marketing Strategy and the corresponding analytical tools.</li> <li>• <b>Skills:</b> Students will be introduced to qualitative and quantitative tools of Marketing Strategy and will learn to apply them in real-world situations.</li> <li>• <b>Competence:</b> Through its cross-discipline approach, this course will equip students with a coherent framework to integrate their knowledge from various disciplines, including Marketing, Finance, and Accounting. Students' skills in applying the tools covered in this course will allow them to successfully analyse existing and develop new firm strategies.</li> </ul>					
Module Structure		<p>Lectures will be scheduled throughout the semester and attendance of these lectures is important, as it will impact the grades for individual participation and the consulting project, which together constitute 75% of the total grade. In the course, we will make extensive use of case studies. Case study preparation and the consulting project require substantial time investments during the semester!</p> <p>In comparison, the written assignment that is due at the end of the semester will play only a minor role in the overall grade. Please note that the individual written assignment will involve extensive calculations.</p>					

<p>Module Overview</p>	<p>“The purpose of business is to create and keep a customer.” – Peter Drucker (1954)</p> <p>The financial success of a company depends on its ability to acquire and retain profitable customers – to develop a successful marketing strategy, however, is not a simple task.</p> <p>This module serves at least three goals:</p> <ul style="list-style-type: none"> <li>• First, students will learn about new tools to help them understand and analyse the marketing strategies of successful (and unsuccessful) companies.</li> <li>• Second, students will apply the underlying analytical concepts and learn, for example, how to identify the needs of potential customers, and how to analyse the drivers of customer behaviour.</li> <li>• Third, students will discover how marketing drives companies’ financial success and ultimately shareholder value.</li> </ul> <p>Through case studies and a real-world consulting project, students will learn to apply the concepts of this course. Students should take this course only if they have a strong interest in both, Analytical Marketing and Strategy.</p> <p>Topics covered in this module include</p> <ul style="list-style-type: none"> <li>• Market Analysis (5 C’s)</li> <li>• Segmentation, Targeting, and Positioning</li> <li>• Marketing Mix (4 P’s)</li> <li>• Customer Management and Customer-Based Valuation</li> </ul>
<p>Forms of teaching, methods and support</p>	<p>Class sessions will include traditional lectures and exercises, as well as case studies and a group consulting project to give students a practical, hands-on experience.</p> <p>Students need to be prepared to be an active and well-prepared participant of the course and contribute regularly to in-class discussions. Good contributions require intensive preparation of the weekly case studies, so the workload during the entire semester for this course is very high!</p> <p>Also, the section on customer management has strong quantitative elements. Students should be prepared to run extensive calculations and apply concepts from Accounting and Finance in this course! Good working knowledge of spread sheet software (e.g., Microsoft Excel) is a prerequisite for the written assignment and will not be covered in this course!</p>

Type of Assessment in the Module and Performance Points	Type of examination	Duration or length	Performance points	Due date or date of exam
	Consulting project (group)	40 minute presentation, incl. Q&A	60	During entire semester
	Class participation (individual)		30	During entire semester
	Written assignment (individual)		30	End of semester
Recommended Literature	<p>There is no required textbook for this module. However, students might find the following textbooks helpful:</p> <ul style="list-style-type: none"> <li>• Strategic Marketing Management by Alexander Chernev</li> <li>• Managing Customers for Profit: Strategies to Increase Profits and Build Loyalty by V. Kumar</li> </ul>			