

Humboldt University Berlin

Institute of Marketing

Prof. Dr. Daniel Klapper

Marketing Management

Syllabus SS 2023

Course Dates:

Lectures and Exercises in presence plus digital tutorials,

Lecture and exercises, Wednesday, 12.15 – 13:45, SPA 220

Course Description and Objectives:

The objective of the course will be to show you the benefits of using a systematic and analytical approach to marketing decision-making. An analytical approach will enable you to:

- Understand how the “first principles” of marketing strategy helps firms organize the analytics opportunity and challenge in today’s data era, and
- Use and execute data analytic techniques, and case studies to understand how to solve marketing analytics problems in a scientific and process-driven manner.

Most analytic challenges that marketing researchers, consultants, and managers face, could be integrated under one umbrella that comprises four fundamental marketing problems:

- All customer are different
- All customer change
- All competitors react
- All resources are limited

The course will then emphasize how the “first principles” of marketing strategy help solve the four fundamental marketing problems, and help students develop analytic competencies pertaining to each of the four first principles. Students will learn how to measure customer preferences, recognize different ways to segment markets, identify attractive customers to target, determine the best positioning of your brand, and develop new products that add value. Overall, by completing this course, students will be on your way to making the ROI case for marketing expenditures that companies are increasingly asking of their executives.

Prerequisites and Registration:

This course is part of the compulsory modul “General Management” and of the specialization modul “Marketing”. No prerequisites apply and no registration is necessary.

Course Web Page:

Course material will be made available in the Moodle system of the HU-Berlin.

Course Reference Materials:

There is one assigned textbook for the course:

Palmatier, R.W. and Sridhar, S. (2021), Marketing Strategy: Based on First Principles and Data Analytics, Macmillan International Higher Education, Second edition.

Course Grading:

Your grade in the course will base on a written exam of 90 minutes

Course Plan:

Course: digital

CW	Date	L/E	Slides	Content and Readings
16	Apr 19	L	1-32	Course Logistics and Introduction to the Course Chapter 1: Basic concepts
17	Apr 26	L	33-114	Chapter 2: Marketing Strategy based on First Principles and Data Analytics Chapter 3: Managing Customer Heterogeneity
18	May 03	E		Cluster Analysis and Positioning Maps, Dentmax Case, Smartwatch Segmentation Case
19	May 10	L	115-161	Chapter 4: Managing Customer Dynamics,
20	May 17	E		TKL Case, AirBnB Case
21	May 24	L/E	162-206	Chapter 5: Managing Sustainable Competitive Advantage, EINC Case
22	May 31	L	207-238	Chapter 6: Managing Brand-Based Sustainable Competitive Advantage
23	Jun 07	L	239-294	Chapter 7: Managing Offering-Based Sustainable Competitive Advantage
24	Jun 14	L	295-333	Chapter 7: Managing Offering-Based Sustainable Competitive Advantage
25	Jun 21	E		CBC Analysis AirBnB Choice Models Case, MobilMax Inc Conjoint Case
26	Jun 28	L	334-408	Chapter 7: Managing Offering-Based Sustainable Competitive Advantage
27	Jul 05	L	409-495	Chapter 8: Managing Resource Trade-Offs
28	Jul 12	E		BRT Case; Course Wrap up
29	Jul 19			Exam

CW = Calendar week

L = Lecture

E = Exercise