

**Humboldt University Berlin**

**Institute of Marketing**

**Prof. Dr. Daniel Klapper**

**Marketing Management**

**Syllabus SS 2020**

**Course Dates:**

Lectures and Exercises    Tuesday, 4:00 pm – 7:30pm,    SPA 1, 202

**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. (2017), Marketing Strategy: Based on First Principles and Data Analytics, Macmillan International Higher Education.

**Course Grading:**

Your grade in the course will base on a written exam of 90 minutes in the final week of the lecture period of the summer semester

**Course Plan:**

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CW	Date	L/E	Slides	Content and Readings
16	Apr 14	L	1-53	Course Logistics and Introduction to the Course Chapter 1: Basic concepts Chapter 2: Marketing Strategy based on First Principles and Data Analytics
17	Apr 21	L	54-114	Chapter 3: Managing Customer Heterogeneity
18	Apr 28	E		Cluster Analysis and Positioning Maps, Dentmax Case, Smartwatch Segmentation Case
19	May 05	E		Test Bank Chapter 1-3
20	May 12	L/E	115-161	Chapter 4: Managing Customer Dynamics, TKL Case, AirBnB Case
21	May 19	L/E	162-206	Chapter 5: Managing Sustainable Competitive Advantage, EINC Case Vortrag Google
22	May 26	L/E	207-238 239-294	Chapter 6: Managing Brand-Based Sustainable Competitive Advantage Chapter 7: Managing Offering-Based Sustainable Competitive Advantage
23	Jun 02	L	295-333	Chapter 7: Managing Offering-Based Sustainable Competitive Advantage: CBC Analysis AirBnB Choice Models Case, MobilMax Inc Conjoint Case
24	Jun 09	E		Test Bank Chapter 4-6
25	Jun 16	L	334-408	Chapter 7: Managing Offering-Based Sustainable Competitive Advantage
26	Jun 23	L	409-495	Chapter 8: Managing Resource Trade-Offs
27	Jun 30	E		BRT Case , Test Bank Chapter 7-8
28	Jul 07	E		Questions and Answers
29	Jul 14			Exam

CW = Calendar week

L = Lecture

E = Exercise