

Humboldt University Berlin

Institute of Marketing

Prof. Dr. Daniel Klapper

Marketing Management

Syllabus SS 2021

Course Dates:

Lectures and Exercises digital, Zoom office hour: Tuesday, 5:00pm – 6:00pm

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:

Course: digital

CW	Date	L/E	Slides	Content and Readings
15	Apr 13	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
16	Apr 20	L	54-114	Chapter 3: Managing Customer Heterogeneity
17	May 27	E		Cluster Analysis and Positioning Maps, Dentmax Case, Smartwatch Segmentation Case
18	May 04	E		Test Bank Chapter 1-3
19	May 11	L/E	115-161	Chapter 4: Managing Customer Dynamics, TKL Case, AirBnB Case
20	May 18	L/E	162-206	Chapter 5: Managing Sustainable Competitive Advantage, EINC Case
21	May 25	L/E	207-238 239-294	Chapter 6: Managing Brand-Based Sustainable Competitive Advantage Chapter 7: Managing Offering-Based Sustainable Competitive Advantage
22	Jun 01	L	295-333	Chapter 7: Managing Offering-Based Sustainable Competitive Advantage: CBC Analysis AirBnB Choice Models Case, MobilMax Inc Conjoint Case
23	Jun 08	E		Test Bank Chapter 4-6
24	Jun 15	L	334-408	Chapter 7: Managing Offering-Based Sustainable Competitive Advantage
25	Jun 22	L	409-495	Chapter 8: Managing Resource Trade-Offs
26	Jun 29	E		BRT Case , Test Bank Chapter 7-8
27	Jul 06	L		Course Wrap up
29	Jul 13			Exam

CW = Calendar week

L = Lecture

E = Exercise