Summary

MARKETING FOR PRODUCT MANAGERS (MKTPM) – January / May 2015

S4MKT501 : DEVELOPING MARKETING STRATEGIES AND TACTICS

Course Leader :	Paul Mc Donagh
Instructors(s) :	Céline Del Bucchia Paul McDonagh TBC
Course description :	Marketing strategy is a process that can allow an organization to concentrate its resources on the optimal opportunities with the goals of increasing sales and achieving a sustainable competitive advantage. Marketing strategies serve as the fundamental underpinning of marketing plans designed to fill market needs and reach marketing objectives. Developing strong brands is part of the strategic choices of the companies. This module deals with strategies and tactics to develop a competitive advantage and provides a framework of reference to develop a marketing strategy.
Course objectives :	Having completed this course, the student is expected to demonstrate an understanding of : • How to develop a Marketing Strategy • How to find and analyze information • How to properly cite outside reference material • How to develop brand identity • How to measure brand equity • How to establish and measure key indicators of marketing performance
Learning goals and learning objectives :	**LO01 - ANALYSE :** Collect information and assess its pertinence **LO02 - ANALYSE :** Understand the company within a complex environment **LO04 - ANALYSE :** Understand and use decision-making tools appropriately **LO11 - DECIDE :** Define and propose strategic choices **LO26 - INFLUENCE :** Defend one's choices
Tackled concepts :	5 C's Analysis (context, company, competition, collaborators, customers) Segmentation, Targeting, Positioning Marketing Mix Value creation Brand Identity Brand Equity Key performance indicators
Learning methods/Teaching procedures :	This course will be taught using a combination of lecture, short exercises in class, and case studies.
Assignments :	1 cases mid-term; one exam, one final company project.

Evaluation :	Evaluation	Rate	Modality of the evaluation	Rate
	Final Control	40 %	Exam (written)	40 %
	Continuous Control	60 %	Team Project (presentation and report)	60 %

Bibliography/Course Material :	
Number of credits :	**4,00**

Course 's planning :	2 Courses, 1 company project for a total of 30 hours

Course 's planning		
N° of session	**Type of session**	**Detailed description of session**
1		Developing Marketing Strategy, 12 hours Session 1 : Marketing Framework, 5C's, Segmentation, Targeting, Positioning, Marketing Mix. Session 2 : Application of the Marketing framework to a case study Session 3 : Students oral presentations
2		Managing Brand Identity & Brand Equity, KPIs, 12 hours Session 1: Introduction to Keller's concept of consumer based brand equity Session 2: Creation and maintenance of brand value: the role of marketing Session 3: Brand equity: measurement approaches
3		Company project "Developping new Marketing Strategy", 6 hours Presention of the company and project Coaching session Students oral presentation

S4MKT502 : CAPTURING MARKETS INSIGHTS

Course Leader :	Céline DEL BUCCHIA
Instructors(s) :	Andrew Banasiewicz Céline Del Bucchia Professional experts
Course description :	The Marketing priorities for the next coming years, according to the Marketing Science Institute, refer to getting a better understanding and getting closer to customers. On the one hand there is a need to develop a better understanding of how people consume and how consumption is part of their life. This implies having a more in depth understanding of consumer subjective experience. One of the challenges of companies is to design experiences, not only products. And understand which experiences make a difference for customers and which are not worth the investment. On the other hand the explosive growth in sources and quantity of data available to firms is leading them to develop new tools to analyse market et customer data. How to they integrate multiple data sources, and use the wealth of information to come up with better insights?
Course objectives :	Having completed this course, the student is expected to demonstrate an understanding of : - Qualitative methods - Content analysis - Quantitative methods and statistics - Big Data - Multiple data source - On line data and data bases - Product vs. experience - Purchasing vs. consuming - Decision vs. Experience - The co-constructed aspect of the experience - The role of consumers in the marketing process
Learning goals and learning objectives :	**LO04 - ANALYSE :** Understand and use decision-making tools appropriately **LO07 - ANTICIPATE :** Identify change and innovation possibilities **LO11 - DECIDE :** Define and propose strategic choices **LO26 - INFLUENCE :** Defend one's choices **LO28 - INFLUENCE :** Bring about change and innovation within the company
Tackled concepts :	Consumer orientation Consumption experience Shopping experience Innovation Loyalty Qualitative methods Quantitative Methods Market research
Learning methods/Teaching procedures :	The courses will be taught using a combination of lecture, short exercises in class, and case studies. The programme will be intensive and highly interactive, making use of a number of case studies, as well as a using series of examples from a wide spectrum of industries. The teaching strategy will encourage the students to adopt a critical and reflective approach to course content. The group d
Assignments :	The courses will be taught using a combination of lecture, short exercises in class, and case studies. The programme will be intensive and highly interactive, making use of a number of case studies, as well as a using series of examples from a wide spectrum of industries. The teaching strategy will encourage the students to adopt a critical and reflective approach to course content. The group

	discussions and presentations and real-life projects will be used to provide the students with a forum where they will be presenting their views and exploring a wide range of marketing and innovation issues and topics.			
Evaluation :	**Evaluation**	**Rate**	**Modality of the evaluation**	**Rate**
	Continuous Control	100 %	Team Project (presentation and report)	100 %
Bibliography/Course Material :				
Number of credits :	**4,00**			
Course 's planning :	mid-term cases; one real life company project.			

Course 's planning		
N° of session	**Type of session**	**Detailed description of session**
1		Course 1, 9 hours : Exploring customer experience Session 1 : 1 - Lecture: Introduction to consumer experience & shopinng experience 2- Learning activity: Which methods to capture consumer experience? Session 2 : 2 - Lecture: Consumption experience and innovation 2- Learning activity : How to analyze qualitative data? Session 3 : 3- Lecture: How do consumers get the power? Brand communities, tribes, Internet, social media, word of mouth… Learning activity: Presentation of the results of a qualitative research.
2		Course 2, 15 hours : Multi Source Marketing analytics To be determined
3		"Innovation based of consumer insight", 6 hours Company project. • Presention of the company and project • Coaching session • Students oral presentation

S4MKT503 : COMMUNICATING VALUE

Course Leader :	Miruna RADU LEFEBVRE
Instructors(s) :	Anne Launois Miruna Radu Lefebvre
Course description :	Communicating value to customers is at the core of Marketing activity as it contributes to promote products, services and relationship with customers, suppliers, distributors and overall business partners. In this module, we focus of several communicational issues, such as advertising's role in shaping brand identity and value, media's role in targeting appropriate customer segments, and CRM (Customer Relationship Management) approaches contributing to customer-centric interactions .
Course objectives :	Having completed this course, the student is expected to demonstrate an understanding of : •The overall advertising process •Advertising theory and strategies The difference between relational and transactional marketing •How to develop a customer centric approach •The issues related to CRM, Customer relationship management
Learning goals and learning objectives :	**LO02 - ANALYSE :** Understand the company within a complex environment **LO04 - ANALYSE :** Understand and use decision-making tools appropriately **LO11 - DECIDE :** Define and propose strategic choices **LO26 - INFLUENCE :** Defend one's choices
Tackled concepts :	Advertising market Advertising strategy Media planning Advertising impact customer centric approach CRM, Customer value
Learning methods/Teaching procedures :	This course will be taught using a combination of lecture, short exercises in class, and case studies.
Assignments :	3 cases mid-term; one final company project.

Evaluation :	Evaluation	Rate	Modality of the evaluation	Rate
	Continuous Control	100 %	Team Project (presentation and report)	100 %

Bibliography/Course Material :	
Number of credits :	**4,00**
Course 's planning :	This course will be taught using a combination of lecture, short exercises in class, and case studies.

Course 's planning		
N° of session	**Type of session**	**Detailed description of session**
1		Fundamentals of advertising, 12 hours Session 1 : Introduction to advertising and the advertising business Session 2 : Message design and advertising appeals Session 3 : Measuring advertising effectiveness Session 4 : Assed group case study presentations
2		Media Strategies, 6 hours Session 1 : Media planning tools and technics Session 2: Media planning and buying : who are the players involved and their respective role? The media organizations' point of view
3		Customer relationship management and customer loyalty, 12 hours Session 1 : Transaction vs. Relation. Building customer relationship Session 2 : CRM in retaling and customer markets Session 3 : CRM Tools, Components of eCRM Solutions Session 4 : Implementing CRM solutions

S4MKT504 : DEVELOPING VALUE PROPOSITIONS

Course Leader :	Latchezar HRISTOV
Instructors(s) :	Latchezar Hristov L'Oréal Anne LAUNOIS TBC
Course description :	Developing Value Proposition is the main purpose of marketing activities (Vargo and Lusch, 2004). How to deliver value? This module adresses two main issues related to the value proposition. First of all, innovation. Product and service innovation are regarded as central to firms' competitiveness and profitability. Evidence suggests that innovating firms grow faster, achieve higher productivity and generally are more profitable than non-innovators. Innovation is however a challenging management process which requires a set of management skills and knowledge. This course adopts a marketing perspective to New Product Development and product diffusion. It draws on contemporary management practices and analytical tools that can aid managers in maximising the effects of innovation by successfully creating and matching products to markets. It also draws on business models innovation. Second, developing value with pricing strategies. How to adopt an efficient pricing strategy? Is price related to cost? How price influence perceived value?
Course objectives :	-Having completed this course, the student is expected to demonstrate an understanding of : -the logic and applications of contemporary management models of innovation - the elements of the new product development process in manufacturing and in service industries -the management implications of product diffusion and the product life-cycle -undertake in a professional manner a coherent and in-depth market analysis with reference to subsequent management decision making -analyse real-life case studies working effectively in teams -Strategic options the firm is facing to develop a coherent pricing strategy.
Learning goals and learning objectives :	**LO04 - ANALYSE :** Understand and use decision-making tools appropriately **LO07 - ANTICIPATE :** Identify change and innovation possibilities **LO11 - DECIDE :** Define and propose strategic choices **LO26 - INFLUENCE :** Defend one's choices **LO28 - INFLUENCE :** Bring about change and innovation within the company
Tackled concepts :	Typologies of innovation Management models of innovation Types of NPD processes New product diffusion and product life cycle management Value creation Pricing structure for different segments Pricing policy Pricing over the product life cycle Costs
Learning methods/Teaching procedures :	2 courses, 1 seminar
Assignments :	mid-term cases; final exam.

Evaluation :	Evaluation	Rate	Modality of the evaluation	Rate
	Final Control	50 %	Final exam	50 %

	Continuous Control	50 %	Team Project (presentation and report)	50 %
Bibliography/Course Material :				
Number of credits :	**4,00**			
Course 's planning :	The courses will be taught using a combination of lecture, short exercises in class, and case studies.			

Course 's planning		
N° of session	**Type of session**	**Detailed description of session**
1		Course 1: The marketing of new products and services, 14 hours Session 1 : Understanding markets through contemporary management models of innovation Session 2 : The new product / services development across industries Session 3 : The porduct / service diffusion process and the management of new life cycle Session 4 : Company workshop
2	Seminar	Practices of Marketing Developement in FMCG, 4 hours. In partnership with L'Oréal • Operational Marketing vs. Marketing Development • Product Life cycle How to write breakthrough concepts?
3		Course 2, The Strategy and Tactics of Pricing, 12 hours Session 1: Strategic pricing and value creation Session 2: Price structure, pricing policy and setting prices Session 3: Pricing over the product life cycle, implementing pricing strategy and competition Session 4: Financial analysis, competition and ethics in pricing

S4MKT505 : INTEGRATING RETAILING CHANNELS

Course Leader :	Paul Mc Donagh
Instructors(s) :	Latchez Hristov Instructors to be confirmed for e-commerce
Course description :	With the development of e-channels, the retail environment has drastically changed over the last 10 years. Retailing is an important socio-economic activity which bridges production and consumption and affects millions of people every day. It is among the biggest and most dynamic business-to-consumer sectors, where many modern retailers co-create and leverage new technologies and multiple channels to market. This course will address main critical issues related to this evolution and the main challenges in the retailing environment. This course will introduce the new international retailing environment, and multi channel strategies. It will develop how to elaborate e-commerce strategy, and how to integrate e-commerce in a multichannel strategy. It will address broad issues related to how to operate e-commerce and create a market interface for customers.
Course objectives :	Students will get a comprehensive overview of the retail environment and multi channel strategies Students will develop the knowledge and skills to build an e-commerce strategy Students will be aware of the main component to develop an on-line market interface
Learning goals and learning objectives :	**LO02 - ANALYSE :** Understand the company within a complex environment **LO05 - ANALYSE :** Mobilize theoretical and/or experience-related knowledge **LO08 - ANTICIPATE :** Identify and leverage opportunities **LO26 - INFLUENCE :** Defend one's choices **LO28 - INFLUENCE :** Bring about change and innovation within the company
Tackled concepts :	Retailing, multi channel, relation, transaction, e-commerce, mobile-commerce, on-line retailing, Typologies and management models of multichannel retailing and innovation.
Learning methods/Teaching procedures :	The methodologies used in the course include short lectures, videos, role plays, class discussions of assigned readings with critical thinking questions, case presentation of students and case discussion sessions. Students will be able to develop communication, analysis, presentation and also negotiation skills during class.
Assignments :	Student are expected to work on case studies that will be provided during the courses, as well as a real life company project.

Evaluation :	Evaluation	Rate	Modality of the evaluation	Rate
	Continuous Control	100 %	Team Project (presentation and report)	100 %

Bibliography/Course Material :	
Number of credits :	**4,00**
Course 's planning :	3 courses and one company project for a total of 30h

Course 's planning		
N° of session	**Type of session**	**Detailed description of session**
1		Multi channel retailing, 6 hours Session 1 : Key functions of contemporary retailing and market trends in an international context Session 2 : Introduction to multichannel retailing; leveraging technology and marketing innovation
2		e-commerce & m-commerce, 18 hours session 1 :e-commerce, evolutions, customers, actors, integartion of e-commerce in a multi channel strategy session 2-3 : e-commerce strategy, main missions of e-commerce session 4-5 : e-commerce strategy, Key succes factors of e-commerce, revenue models session 6 : Students presentation
3		Technical aspects of e-commerce, 6 hours Session 1: e-commerce platform, main components Session 2 : e-commerce technologies, design and personnalisation of e-commerce platform

S4MKT506 : DEVELOPING TRADE MARKETING

Course Leader :	Paul Mc Donagh
Instructors(s) :	E. Brochard, DCNS Céline Del Bucchia C. Ponsonnet, Gfk Professionals from market reasearch, consuming goods (FMCG) companies and indust
Course description :	This course has the objective to give a professional perspective of operational marketing and trade marketing. To ensure that a retailer promotes a company's product against competitors', that company must market its product to the retailers, this is what we call trade marketing. To market to retailers, companies have developed a focus on shoppers and category management (vs. brand management). A second focus of the course is to analyze market data to build operational recommendations for the marketing mix with retail panels and consumer panels. A third focus of the course is on marketing as a tool for business development in B to B business.
Course objectives :	Having completed this course the student is expected to demonstrate: •　　　An ability to understand the retail audit concept and the different stages of the Retail Audit process. •　　　An ability to explain what are the most powerful panel indicators and their main use in sales and marketing management. •　　　An ability to follow an analysis scheme to answer specific business questions •　　　An ability to understand the difference between shopper and consumer, and the different marketing approaches related to these 2 activities. •　　　An ability to understand the difference between brands / products and categories, and the different marketing approaches related to these 2 concepts •　　　An ability to understand the specificities of B to B marketing
Learning goals and learning objectives :	**LO02 - ANALYSE :** Understand the company within a complex environment **LO05 - ANALYSE :** Mobilize theoretical and/or experience-related knowledge **LO08 - ANTICIPATE :** Identify and leverage opportunities **LO26 - INFLUENCE :** Defend one's choices **LO28 - INFLUENCE :** Bring about change and innovation within the company
Tackled concepts :	Shopper Category Retail audit process, Retail panels. SWOT, value chain
Learning methods/Teaching procedures :	Both lecture course and interactive hands-on exercises will illustrate the different parts of the lesson. Concrete examples of sales reporting and analysis both on household industry and distribution issues will be given all along the training.
Assignments :	Student are expected to work on case studies that will be provided during the courses, as well as a real life company project.

Evaluation :	Evaluation	Rate	Modality of the evaluation	Rate
	Continuous Control	100 %	Team Project (presentation and report)	100 %

Bibliography/Course Material :	
Number of credits :	**4,00**
Course 's planning :	Both lecture course and interactive hands-on exercises will illustrate the different parts of the lesson.

Course 's planning		
N° of session	**Type of session**	**Detailed description of session**
1		Category Management, 9 hours Details to be determined
2		GfK Retail & Technology, Panel Methodology and Marketing Facts, 6 hours session 1 : Introduction : GfK Group and markets audited Retail audit concept Definition, methods, markets and channels audited Main steps of the process: data collection, extrapolation... Examples of reporting and tools session 2: The use of retail panel in sales management Marketing facts : definition and calculation exercise Analysis guidelines Workshop on a case study
3		Panel Description and continuous data analysis, 6 hours session 1 :e-commerce, evolutions, customers, actors, integartion of e-commerce in a multi channel strategy session 2-3 : e-commerce strategy, main missions of e-commerce session 4-5 : e-commerce strategy, Key succes factors of e-commerce, revenue models session 6 : Students presentation
4		Business development in B to B, 6 hours BtoB marketing specificities, How to analyze a market, Develop a value chain.

S4MKT507 : INTEGRATED MARKETING COMMUNICATION IN THE DIGITAL AGE

Course Leader :	Paul Mc Donagh
Instructors(s) :	Vincent Balusseau TBC
Course description :	This course introduces students to key stakes, concepts, decision-making framework and best practices related to: - Creation/development of engaging marketing- advertising content and brand assets tailored to the digital age and its specific dynamics, - Mediatisation of content, traffic generation and conversion on branded owned assets,
Course objectives :	Having completed this course the student is expected to: Be able to tackle digital communication issues and integrated communication issues through three, interrelated practical frameworks that encompass some of the latest advertising trends and techniques: first, Content/Community/Context, a simple framework that takes some of the complexity out, and that will help students tame the inherently complex design of advertising campaign in the digital age. Paid, Owned, Earned Media as it relates to the Brand Digital Eco-system, then, so as to go beyond the design of a «one-shot» campaign, and teach students how to optimize brand's presence on every single offline and digital asset/venue. Understand the challenges associated with the «Media Side» of advertising and online marketing campaig
Learning goals and learning objectives :	**LO03 - ANALYSE :** Identify all possible options **LO04 - ANALYSE :** Understand and use decision-making tools appropriately **LO07 - ANTICIPATE :** Identify change and innovation possibilities **LO13 - DECIDE :** Define appropriate action plans **LO18 - ACT :** Define and implement corrective measures
Tackled concepts :	Integrated Communications, 365 Communication, The brand digital eco-system, Paid-Owned-Earned Media, Consumer Engagement, Content-centric marketing, Community Management, Social-Media Marketing, Social TV, User experience, targeting in the digital age. From eyeballs to conversions: Views, traffic, intermediate and final conversions. The media side of the digital advertising ecosystem SEO, SEM, Display Advertising, Retargeting, Email Marketing, Affiliation.... CMP, CPC, Clic +1, CPA, Cost per View, Cost per Fan, etc
Learning methods/Teaching procedures :	This course will be taught using a combination of lecture, short exercises in class, video-based case studies and one group assignment handed by a corporation or an advertising agency. This course will be taught using a combination of lecture, short exercises in class, video-based case studies and one group assignment handed by a corporation or an advertising agency.
Assignments :	One corporate assignment, group-based.

Evaluation :	Evaluation	Rate	Modality of the evaluation	Rate
	Continuous Control	100 %	Team Project (presentation and report)	100 %
Bibliography/Course Material :				

Number of credits :	4,00
Course 's planning :	Two courses for a total of 30h

Course 's planning		
N° of session	**Type of session**	**Detailed description of session**
1		Creative advertising and the brand's digital ecosystem, 18 hours Session 1 : The new consumer and media landscape ; From Reach and Repetition to Consumer Engagement, the rules of Engagement. Session 2 : Content, Community and Context Session 3 : The brand's digital ecosystem and Paid, Owned and Earned Media.
2		Driving traffic and conversions in the new media space, 12 hours Organization of the sessions to be determined.