

**MARTIN de TOURS SCHOOL OF MANAGEMENT
DEPARTMENT OF MARKETING**

**LESSON PLAN
MKT 4730
MARKETING MANAGEMENT**

MKT 4730 MARKETING MANAGEMENT

LESSON PLAN

COURSE DESCRIPTION

A study and discussion of the scopes and fields of marketing management: the need of marketing and product planning for promotion purposes, the need to plan for new products, to replace existing products, and planning for new marketing techniques, including pricing and pricing policies, the techniques of market surveying, its objectives and limitations, the management of personal selling, coordination of advertising with all other aspects of marketing, the development of policy toward changing the items comprising the product lines, and the control of marketing operations.

COURSE OBJECTIVES

- To enable students to gain insights into environmental components and conditions and their impacts on organizations' marketing strategies.
- To provide students with an in-depth understanding and appreciation on the important elements of marketing strategies as well as their applications in different situations.
- To help students develop analytical ability and skills required for identifying lucrative opportunities and realizing the consequences of ignoring threats, for identifying and analyzing strengths and weaknesses of organizations' marketing strategies; for rectifying and/or developing more effective strategies to leverage marketing opportunities.

EXAMINATION STRUCTURE

Quizzes (2 x5%)		10%
Participation/Workshop		10%
Mid-Term Examination		20%
Comprehensive Final Examination		35%
Group Project		
Project Papers	10%	
Questionnaire	5%	
Research Finding Analysis & Validity	5%	
Individual Presentation	5%	<u>25%</u>
TOTAL		<u>100%</u>

LESSON PLAN

Part 1: Understanding Marketing Management

Lesson 1: Defining Marketing for the Twenty-First Century (Textbook Chapter 1)

Time Allocation: 3 hrs

Learning objectives	Brief contents	Teaching/ Learning Strategies	Teaching Aids/ Materials	Evaluation
<p>CHAPTER 1</p> <p>To enable students to answer the following questions:</p> <ul style="list-style-type: none"> ➤ What is the new economy like? ➤ What are the tasks of marketing? ➤ What are the major concepts and tools of marketing? ➤ What orientations do companies exhibit in the marketplace ? ➤ How are companies and marketers responding to the new challenges? 	<ol style="list-style-type: none"> 1. Business today face three major challenges and opportunities: <ul style="list-style-type: none"> ➤ Globalization ➤ The effects of advances in technology ➤ Deregulation 2. Marketing is typically seen as the task of creating, promoting, and delivering goods and services to consumers and businesses. Effective marketing can take many forms: <ul style="list-style-type: none"> ➤ Entrepreneurial marketing ➤ Formulated marketing ➤ Intrepreneurial marketing 3. Marketers are involved in marketing in many types of entities: goods, services, experiences, events, persons, places, properties, organizations, information, and ideas. 4. Marketers are skilled at managing demand: They seek to influence the level, timing and composition of demand. To do this, they face a host of decisions, from major ones such as what features a new product should have to minor ones such as the color of packaging. They also operate in four different marketplaces: consumer, business, global, and nonprofit. 5. For each chosen target market, a firm develops a market offering that is positioned in the minds of buyers as delivering some central benefits. Marketers must try to understand the target market's needs, wants, and demands: 6. A product or offering will be successful if it delivers value and satisfaction to the target buyer. 	<p>Lecture</p> <p>Workshop</p>	<p>PowerPoint presentation</p>	<p>Questioning and Answering in Class</p> <p>Quiz and Exams</p> <p>Project</p>

	<p>The term <i>markets</i> covers various groupings of customers. Today there are both physical marketplaces and digital marketplaces, as well as megamarkets.</p> <p>7. Exchange involves obtaining a desired product from someone by offering something in return. A transaction is a trade of values between two or more parties. It involves at least two things of value, agreed-upon conditions, a time of agreement, and a place of agreement. In the most generic sense, marketers seek to elicit a behavioral response from another party: a purchase, a vote, active membership, adoption of a cause.</p> <p>8. Relationship marketing has the aim of building long-term, mutually satisfying relations with key parties:</p> <ul style="list-style-type: none"> ➤ Customers ➤ Suppliers ➤ Distributors <p>-in order to earn and retain their long-term preference and business. The ultimate outcome of relationship marketing is the building of a unique company asset called a marketing network.</p> <p>9. Marketers reach their markets through various channels:</p> <ul style="list-style-type: none"> ➤ Communication, ➤ Distribution, and ➤ Selling <p>Marketers operate in a task environment and a broad environment. They face competition from actual and potential rival offerings and substitutes. The set of tools marketers use to elicit the desired responses from their target markets is called marketing mix.</p> <p>10. There are six competing concepts under which organizations can chose to</p>			
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	<p>conduct their business, namely:</p> <ul style="list-style-type: none"> ➤ Production concept, ➤ Product concept, ➤ Selling concept ➤ Marketing concept, <ul style="list-style-type: none"> ➤ Determining the needs and wants of target markets. ➤ Delivering the desired satisfactions more effectively and efficiently than competitors. ➤ Starting with well-defined market, ➤ Focusing on customer needs, ➤ Coordinating all the activities that will affect customers, and ➤ Producing profits by satisfying customers. ➤ Customer concept, <ul style="list-style-type: none"> ➤ Addresses the individual needs of specific customers and aims to build customer loyalty and lifetime value. ➤ Societal marketing concept. <ul style="list-style-type: none"> ➤ Determine the needs, wants, and interests of target markets, ➤ Deliver the desired satisfactions more effectively and efficiently than competitors, and ➤ Preserve and enhance the customer's and society's well-being. ➤ Balance the three considerations: company profits, consumer want satisfaction, and the public interest. <p>The first three are of limited use today.</p>			
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Lesson 2: Building Customer Satisfaction, Value, and Retention (Textbook Chapter 3)

Time Allocation: 1.5 hrs

Learning objectives	Brief contents	Teaching/ Learning Strategies	Teaching Aids/ Materials	Evaluation
<p>To enable students to answer the following questions:</p> <ul style="list-style-type: none"> ➤ What are customer value and satisfaction, and how can companies deliver them? ➤ What makes a high-performance business? ➤ How can companies both attract and retain customers? ➤ How can companies improve both customer and company profitability? ➤ How can companies deliver total quality? 	<ol style="list-style-type: none"> 1. Customers are value-maximizers. They form an expectation of value and act on it. Buyers will buy from the firm that they perceive to offer the highest customer-delivered value, <ul style="list-style-type: none"> ➤ The difference between total customer value and total customer cost. 2. A buyer's satisfaction is a function of: <ul style="list-style-type: none"> ➤ The product's perceived performance and ➤ The buyer's expectations <p>Recognizing that high satisfaction leads to high customer loyalty, many companies today are aiming for total customer satisfaction. For such companies, customer satisfaction is both a goal and a marketing tool.</p> 3. Strong companies develop superior capabilities in managing core business process such as new product realization, inventory management, and customer acquisition and retention. Managing these core processes effectively means creating a marketing network in which the company works closely with all parties in the production and distribution chain, from suppliers of raw materials to retail distributors. Companies no longer compete – marketing networks do. 	<p>Lecture</p> <p>Workshop</p>	<p>PowerPoint presentation</p>	<p>Questioning and Answering in Class</p> <p>Quiz and Exams</p> <p>Project</p>

	<p>4. Losing profitable customer can dramatically affect a firm's profits. The cost of attracting a new customer is estimated to be five times the cost of keeping a current customer happy. The key to retaining customers is relationship marketing. To keep customers happy marketers can:</p> <ul style="list-style-type: none">➤ Add financial or social benefits to products, or➤ Create structural ties between the company and its customers. <p>5. Quality is the totality of features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs. Today's companies have no choice but to implement total quality management programs if they are to remain solvent and profitable. Total quality is the key to value creation and customer satisfaction.</p> <p>6. Marketing managers have two responsibilities in quality-centered company:</p> <ul style="list-style-type: none">➤ First, they must participate in formulating strategies and policies designed to help the company win through total quality excellence.➤ Second, they must deliver marketing quality alongside production quality. Each marketing activity – marketing research, sales training, advertising, customer			
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	service, and so on – must be performed to high standards.			
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LESSON PLAN

Part 2: Analyzing Marketing Opportunities

Lesson 3: Winning Marketing Through Market-Oriented Strategic Planning (Textbook Chapter 4)

Time allocation: 4.5 hrs

Learning Objectives	Brief Contents	Teaching/ Learning Strategies	Teaching Aids/ Materials	Evaluation
<p>To enable the students to answer the following questions:</p> <ul style="list-style-type: none"> ➤ How is strategic planning carried out at the corporate and division levels? ➤ How is planning carried out at the business unit level? ➤ What are the major steps in the marketing process? ➤ How is planning carried out at the product level? ➤ What does a marketing plan include? 	<ol style="list-style-type: none"> 1. Market-oriented strategic planning is the managerial process of developing and maintaining a viable fit between the organization's objectives, skills, and resources and its changing market opportunities. 2. The aim of strategic planning is to shape the company's businesses and products so that they yield target profits and growth. Strategic planning takes place at four levels: <ul style="list-style-type: none"> ➤ Corporate, ➤ Division, ➤ Business unit, and ➤ Product. 3. Corporate headquarters is responsible for setting the strategic-planning process in motion. The corporate strategy establishes the framework within which the divisions and business units prepare their strategic plans. Setting a corporate strategy entails four activities: <ul style="list-style-type: none"> ➤ Defining the corporate mission, ➤ Establishing strategic business units (SBUs), ➤ Assigning resources to each SBU based on its market attractiveness and business strength, and ➤ Planning new businesses and downsizing older businesses. 4. Strategic planning for individual businesses entails the following activities: <ul style="list-style-type: none"> ➤ Defining the business mission, ➤ Analyzing external opportunities and threats, 	<p>Lecture</p> <p>Workshop</p>	<p>PowerPoint presentation or transparencies for overhead projector</p>	<p>Questioning and Answering Questions in Class</p> <p>Quiz and Exams</p> <p>Project</p>

	<ul style="list-style-type: none"> ➤ Analyzing internal strengths and weaknesses, ➤ Formulating goals, ➤ Formulating strategy, ➤ Formulating supporting programs, ➤ Implementing the programs, and ➤ Gathering feedback and exercising control. <p>5. the marketing process consists of four steps:</p> <ul style="list-style-type: none"> ➤ analyzing market opportunities, ➤ developing marketing strategies, ➤ planning marketing programs, ➤ and organizing, implementing, and controlling the marketing effort. <p>6. Each product level within a business unit must develop a marketing plan for achieving its goals. The marketing plan is one of the most important outputs of the marketing process, and it should contain the following elements</p> <ul style="list-style-type: none"> ➤ An executive summary and table of contents, ➤ An overview of the current marketing situation, ➤ An analysis of the opportunities and issues facing the product, ➤ A summary of the plan's financial and marketing objectives, ➤ An overview of the marketing strategy to be used to achieve the plan's objectives, ➤ A description of the action programs to be implemented to achieve the plan's objectives, ➤ A projected profit-and-loss statement, ➤ And a summary of the controls to be used in monitoring the plan's progress. 			
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Lesson 4: Gathering Information and Measuring Market Demand (Textbook Chapter 5)

Time Allocation: 4.5 hours

Learning Objectives	Brief Contents	Teaching/ Learning Strategies	Teaching Aids/ Materials	Evaluation
<p>To enable students to answer the following questions:</p> <ul style="list-style-type: none"> ➤ What are the components of a modern marketing information system? ➤ What constitutes good marketing research? ➤ How can marketing decision support systems help marketing managers make better decisions? ➤ How can demand be more accurately measured and forecasted? 	<ol style="list-style-type: none"> 1. Three developments make the need for marketing information greater now than at any time in the past: <ul style="list-style-type: none"> ➤ The rise of global marketing, ➤ The new emphasis on buyers' wants, and ➤ The trend toward nonprice competition. 2. To carry out their analysis, planning, implementation, and control responsibilities, marketing managers need a marketing information system(MIS). The role of the MIS is to: <ul style="list-style-type: none"> ➤ Assess the managers' information needs, ➤ Develop the needed information, and ➤ Distribute that information in a timely manner. 3. An MIS has four components: <ol style="list-style-type: none"> 1) An internal records system <ul style="list-style-type: none"> ➤ Includes information on the order-to-payment cycle and sales reporting systems 2) A marketing intelligence system <ul style="list-style-type: none"> ➤ A set of procedures and sources used by managers to obtain everyday information about pertinent developments in the marketing environment 3) A marketing research system <ul style="list-style-type: none"> ➤ Allows for the systematic design, collection, analysis, and reporting of data and findings relevant to a specific marketing situation 4) A computerized marketing decision support system <ul style="list-style-type: none"> ➤ Helps managers interpret relevant information and turn it into a basis for marketing action. 4. Companies can conduct their own marketing research or hire other companies to do it for them. Good marketing research is characterized by the scientific method, creativity, multiple research methods, accurate model building, cost-benefit analysis, healthy 	<p>Lecture</p> <p>Workshop</p>	<p>Powerpoint presentation or transparencies for overhead projector</p>	<p>Questioning and answering questions in class.</p> <p>Quiz and Exams</p> <p>Project</p>

skepticism, and an ethical focus.

5. The process consists of :
 - Defining the problem and research objective,
 - Developing the research plan,
 - Collecting the information,
 - Analyzing the information, and
 - Presenting the findings to management.
6. In conducting research, firms must decide:
 - whether to collect their own data or use data that already exist.
 - which research approach (observational, focus-group, survey, behavioral data, or experimental) to use
 - which research instrument (questionnaire or mechanical instruments) to use.
 - on a sampling plan and contact methods.
7. One major reason for undertaking marketing research is to discover market opportunities. Once the research is complete, the company must carefully evaluate its opportunities and decide which markets to enter. Once in the market, it must prepare sales forecasts based on estimates of demand.
8. There are two types of demand:
 - Market demand
 - Company demand
9. To estimate current demand, companies attempt to determine:
 - Total market potential,
 - Area market potential,
 - Industry sales, and
 - Market shareTo estimate future demand, companies:
 - survey buyers' intentions,
 - solicit their sales force's input,
 - gather expert opinions, or
 - engage in market testing.
10. Mathematical models, advanced statistical techniques, and computerized data collection procedures are essential to all types of demand and sales forecasting.

Lesson 5: Scanning the Marketing Environment (Textbook Chapter 6)

Time Allocation: 0 hours

Learning Objectives	Brief Contents	Teaching/ Learning Strategies	Teaching Aids/ Materials	Evaluation
<p>To enable students to answer the following questions:</p> <ul style="list-style-type: none"> ➤ What are the key methods for tracking and identifying opportunities in the macroenvironment? ➤ What are the key demographic, economic, natural, technologies, political and cultural development? 	<ol style="list-style-type: none"> 1. Successful companies realize that the marketing environment presents a never-ending series of opportunities and threats. The major responsibility for identifying significant changes in the macroenvironment falls to a company's marketers. More than any other group in the company, marketing managers must be the trend trackers and opportunity seekers. 2. Many opportunities are found by identifying trends and megatrends. 3. Marketers must monitor six major environmental forces: <ul style="list-style-type: none"> ➤ Demographic <ul style="list-style-type: none"> ○ Population growth, changing mixes of age, ethnic composition, and educational levels. ➤ Economic <ul style="list-style-type: none"> ○ Income distribution and levels of savings, debt, and credit availability. ➤ Natural <ul style="list-style-type: none"> ○ Raw materials shortages, increased energy costs, and pollution levels, and the changing role of government in environmental protection. ➤ Technological <ul style="list-style-type: none"> ○ The accelerating pace of technological change, opportunities for innovation, varying R&D budgets, and the increased governmental regulation brought about by technological change. ➤ Political-legal <ul style="list-style-type: none"> ○ Laws regulating business practices and various special-interest groups. ➤ Social-cultural 	<p>Self-study</p> <p>Students are required to scan the current and potential marketing environment in Thailand as part of the project.</p>		<p>Project</p>

Lesson 6: Analyzing consumer Markets and Buyer Behavior (Textbook Chapter 7)

Time Allocation: 3 hours

Learning Objectives	Brief Contents	Teaching/ Learning Strategies	Teaching Aids/ Materials	Evaluation
<p>To enable students to answer the following questions:</p> <ul style="list-style-type: none"> ➤ How do the buyer's characteristics – cultural, social, personal, and psychological – influence buying behavior? ➤ How does the buyer make purchasing decisions? 	<p>1. Consumer behavior is influenced by four factors:</p> <ul style="list-style-type: none"> ➤ Cultural <ul style="list-style-type: none"> ○ Culture ○ Subculture ○ Social class ➤ Social <ul style="list-style-type: none"> ○ Reference groups ○ Family ○ Social roles and statuses ➤ Personal <ul style="list-style-type: none"> ○ Age ○ Stage in the life cycle ○ Personality ○ Self-concept ➤ Psychological <ul style="list-style-type: none"> ○ Motivation ○ Perception ○ Learning ○ Beliefs ○ attitudes <p>Research into all these factors can provide clues to reach and serve consumers more effectively.</p> <p>2. To understand how consumers actually make buying decisions, marketers must identify who makes and has input into the buying decisions:</p> <ul style="list-style-type: none"> ➤ Initiators ➤ Influencers ➤ Deciders ➤ Buyers ➤ Users <p>Marketing campaigns might be targeted to each type of person.</p> <p>3. Marketers must also examine buyers' levels of involvement and the number of brands available to determine whether consumers are engaging in:</p> <ul style="list-style-type: none"> ➤ Complex buying behavior ➤ Dissonance-reducing buying behavior ➤ Habitual buying behavior, or ➤ Variety-seeking buying 	<p>Lecture</p> <p>Workshop</p>	<p>Powerpoint presentation or transparencies for overhead projector</p>	<p>Questioning and answering questions in class.</p> <p>Quiz and Exams</p> <p>Project</p>

	<p style="text-align: center;">behavior</p> <p>4. The typical buying process consists of the following sequence of events:</p> <ul style="list-style-type: none">➤ Problem recognition➤ Information search➤ Evaluation of alternatives➤ Purchase decision➤ Postpurchase behavior <p>The marketers' job is to understand the buyer's behavior at each stage. The attitudes of others, unanticipated situational factors, and perceived risk may all affect the decision to buy, as will consumers' levels of postpurchase satisfaction and postpurchase actions on the part of the company.</p> <p>5. Other models of the buying decision process include the health model and the customer activity cycle model.</p>			
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Lesson 7: Dealing with the Competition (Textbook Chapter 9)

Time Allocation: 3 hours

Learning Objectives	Brief Contents	Teaching/ Learning Strategies	Teaching Aids/ Materials	Evaluation
<p>To enable students to answer the following questions:</p> <ul style="list-style-type: none"> ➤ Who the primary competitors are? ➤ How to ascertain their strategies, objectives, strengths and weaknesses, and reaction patterns? ➤ How to design a competitive intelligence system? ➤ Whether to position as market leader, challenger, follower, or nicher? ➤ How to balance a customer versus competitors orientation? 	<ol style="list-style-type: none"> 1. To prepare an effective marketing strategy, a company must study its competitors as well as its actual and potential customers. Companies need to identify competitors' strategies, objectives, strengths, weakness, and reaction patterns. They also need to know how to design an effective competitive intelligence system. 2. Michael Porter's Five Forces Model is used to analyze the competitive intensity of a market, which includes five threats of competition: <ul style="list-style-type: none"> ➤ Intense segment rivalry ➤ New entrants ➤ Substitute products ➤ Growth of buyer's bargaining power ➤ Growth of supplier's bargaining power. 3. A company's closest competitors are those seeking to satisfy the same customers and needs and making similar offers. A company should also pay attention to latent competitors, who may offer new or other ways to satisfy the same needs. A company should identify competitors by using both industry and market-based analyses. 4. Competitive intelligence needs to be collected, interpreted, and disseminated continuously. Managers should be able to receive timely information about competitors. 5. Managers need to conduct a customer value analysis to reveal the company's strengths and weaknesses relative to competitors. The aim of this analysis to determine the benefits customers want and how they perceive the relative value of 	<p>Lecture</p> <p>Workshop</p>	<p>Powerpoint presentation or transparencies for overhead projector</p>	<p>Questioning and answering questions in class.</p> <p>Quiz and Exams</p> <p>Project</p>

	<p>competitors' offers.</p> <p>6. A market leader has the largest market share in the relevant product market. To remain dominant, leader looks for ways to:</p> <ul style="list-style-type: none"> ➤ expand total market demand, <ul style="list-style-type: none"> ○ new users ○ new uses ○ more usage ➤ attempts to protect its current market share by using defense strategies: <ul style="list-style-type: none"> ○ position defense ○ flank defense ○ preemptive defense ○ counteroffensive defense ○ mobile defense ○ contraction defense ➤ and perhaps tries to increase its market share. <p>7. A market challenger attacks the market leader and other competitors in an aggressive bid for more market share. Challengers can choose from five types of general attack:</p> <ul style="list-style-type: none"> ➤ Frontal attack ➤ Flank attack ➤ Encirclement attack ➤ Bypass attack ➤ Guerrilla attack <p>Challengers must also choose specific strategies:</p> <ul style="list-style-type: none"> ➤ Discount prices, ➤ Produce cheaper goods, ➤ Produce prestige goods, ➤ Produce a wide variety of goods, ➤ Innovate in products or distribution, ➤ Improve services ➤ Reduce manufacturing costs ➤ Engage in intensive advertising. <p>8. A market follower is a runner-up firm that is willing to maintain its market share and not rock the boat. A follower can play the role of:</p> <ul style="list-style-type: none"> ➤ Counterfeiter ➤ Cloner ➤ Imitator 			
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	<p>➤ Adapter</p> <p>9. A market nicher serves small market segments not being served by larger firms. The key to nichemanship is specialization.</p> <p>10. As important as a competitive orientation is in today's global markets, companies should not overdo the emphasis on competitors. They should maintain a good balance of consumer and competitor monitoring.</p>			
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Lesson 8: Identifying Market Segments and Selecting Target Markets (Textbook Chapter 10)

Time Allocation: 3 hours

Learning Objectives	Brief Contents	Teaching/ Learning Strategies	Teaching Aids/ Materials	Evaluation
<p>To enable students to answer the following questions:</p> <ul style="list-style-type: none"> ➤ How can a company identify the segments that make up a market? ➤ What criteria can a company use to choose the most attractive target markets? 	<ol style="list-style-type: none"> 1. Target marketing involves three activities: <ul style="list-style-type: none"> ➤ Market segmentation ➤ Market targeting ➤ Market positioning 2. Market can be targeted at four level: <ul style="list-style-type: none"> ➤ Segments <ul style="list-style-type: none"> ➤ Large identifiable groups within a market. ➤ Niches <ul style="list-style-type: none"> ➤ Narrowly defined group ➤ Local areas, and <ul style="list-style-type: none"> ➤ Localizing the campaigns ➤ Individuals <ul style="list-style-type: none"> ➤ Mass customization <p>The future is likely to see more self-marketing, a form of individual marketing in which individual consumers take the initiative in designing products and brands.</p> 3. There are two bases for segmenting consumer markets: consumer characteristics and consumer responses. 4. The major segmentation variables for consumer markets are: <ul style="list-style-type: none"> ➤ Geographic ➤ Demographic ➤ Psychographic ➤ behavioral 5. Business marketers use all these variables along with operating variables, purchasing approaches, and situational factors. To be useful, market segments must be: <ul style="list-style-type: none"> ➤ Measurable ➤ Substantial ➤ Accessible ➤ Differentiable ➤ actionable 6. Once a firms has identified its market-segment opportunities, it has to evaluate the various segments and 	<p>Lecture</p> <p>Workshop</p>	<p>PowerPoint presentation or transparencies for overhead projector</p>	<p>Questioning and answering questions in class.</p> <p>Quiz and Exams</p> <p>Project</p>

	<p>decide how many and which ones to target. In evaluating segments, it must look at the segment's attractiveness indicators and the company's objectives and resources. In choosing which segments to target, the company can choose to focus on:</p> <ul style="list-style-type: none">➤ A single segment➤ Several segments➤ A specific product➤ A specific market, or➤ The full market <p>If it decides to serve the full market, it must choose between :</p> <ul style="list-style-type: none">➤ Differentiated and➤ Undifferentiated marketing <p>7. Marketers must choose target markets in a socially responsible manner.</p> <p>8. Marketers must also monitor segment interrelationships, and seek economies of scope and the potential for marketing to super segments. Marketers should develop segment-by-segment invasion plans.</p> <p>9. Finally, market segment manger should be prepared to cooperate in the interest of overall company performance.</p>			
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LESSON PLAN

Part 3: Developing Market Strategies

Lesson 9: Positioning and Differentiating the Market Offering Through the Product Life Cycle (Textbook Chapter 11)

Time Allocation: 3 hrs

Learning Objectives	Brief Contents	Teaching/ Learning Strategies	Teaching Aids/ Materials	Evaluation
<p>To enable students to answer the following questions:</p> <ul style="list-style-type: none"> ➤ How can a firm choose and communicate an effective positioning in the market? ➤ What are the major differentiating attributes available to firms? ➤ What marketing strategies are appropriate at each stage of the product life cycle? ➤ What marketing strategies are appropriate at each stage of the market's evolution? 	<ol style="list-style-type: none"> 1. Many marketers advocate promoting only one product benefit, thus creating a unique selling proposition as they position their product. People tend to remember "number one." Double-benefit position and triple-benefit positioning can also be successful, but must be used carefully. 2. Perceptual map could be used in analyzing the current position and planning for repositioning of a brand. 3. After brand positioning is selected, a company needs to communicate its positioning internally by the use of positioning statement which should include: <ul style="list-style-type: none"> ➤ Target group and need ➤ Brand ➤ Concept or point-of-parity ➤ Point of difference 4. The key to competitive advantage is product differentiation. A market offering can be differentiated along five dimensions: <ul style="list-style-type: none"> ➤ Product ➤ Services ➤ Personnel ➤ Channel ➤ Image A difference is worth establishing to the extent that it is: <ul style="list-style-type: none"> ➤ Important ➤ Distinctive ➤ Superior ➤ Preemptive ➤ Affordable ➤ profitable 5. Because economic conditions change and competitive activity varies, companies normally find it 	<p>Lecture</p> <p>Workshop</p>	<p>PowerPoint presentation or transparencies for overhead projector</p>	<p>Questioning and Answering Questions in Class</p> <p>Quiz and Exams</p> <p>Project</p>

	<p>necessary to reformulate their marketing strategy several times during a product's life cycle.</p> <p>6. Technologies, product forms, and brands also exhibit life cycles with distinct stages. The general sequence of stages in any life cycles is:</p> <ul style="list-style-type: none">➤ Introduction➤ Growth➤ Maturity➤ Decline <p>The majority of products today are in the maturity stage.</p> <p>7. Although many products exhibit a bell-shaped product life cycle(PLC), there are many other patterns, including:</p> <ul style="list-style-type: none">➤ The growth-slump-maturity pattern➤ The cycle-recycle pattern, and➤ The scalloped pattern. <p>The PLCs of styles, fashions, and fads can be erratic; the key to success in these areas lies in creating products with staying power.</p> <p>8. Each stage of the PLC calls for different marketing strategies:</p> <ul style="list-style-type: none">➤ The introduction stage is marked by slow growth and minimal profits.➤ If successful, the product enters a growth stage marked by rapid sales growth and increasing profits.➤ There follows a maturity stage in which sales growth slows and profits stabilize.➤ Finally, the product enters a decline stage. The company's task is to identify the truly weak products; develop a strategy for each one; and finally phase out weak products in a way that minimizes the hardship to company profits, employees, and customers. <p>9. Like products, markets evolve through four stages: emergence, growth, maturity, and decline.</p>			
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Lesson 10: Developing New Market Offerings (Textbook Chapter 12)

Time Allocation: 3 hrs

Learning Objectives	Brief Contents	Teaching Learning Strategies	Teaching Aids/ Materials	Evaluation
<p>To enable students to answer the following questions:</p> <ul style="list-style-type: none"> ➤ What challenges does a company face in developing new products? ➤ What organizational structures are used to manage new-product development? ➤ What are the main stages in developing new products, and how can they be managed better? ➤ What factors affect the rate of diffusion and consumer adoption of newly launched products? 	<ol style="list-style-type: none"> 1. Once a company has segmented the market, chosen its target customer groups and identified their needs, and determined its desired market position, it is ready to develop and launch appropriate new products. Marketing should participate with other departments in every stage of new-product development. 2. Successful new-product development requires the company to establish an effective organization for managing the development process. Companies can choose to use: <ul style="list-style-type: none"> ➤ Product managers ➤ New-product managers, ➤ New-product committees, ➤ New-product departments, or ➤ New-product venture teams 3. Eight stages are involved in the new-product development process: <ol style="list-style-type: none"> 1. <i>Idea generation</i>: new product ideas can be generated by: <ul style="list-style-type: none"> ➤ Interacting with others ➤ Creativity techniques 2. <i>Screening</i> 3. <i>Concept development and testing</i> <ul style="list-style-type: none"> ➤ Promising product ideas need to be converted into new product concepts for further testing. ➤ Conjoint analysis may be used for this purpose. 4. <i>Marketing-strategy development</i> 5. <i>Business analysis</i> <ul style="list-style-type: none"> ➤ Management needs to evaluate the proposal's business attractiveness by: <ul style="list-style-type: none"> ➤ Estimate total sales ➤ Estimating costs ➤ Estimating profits 6. <i>Product development</i> <ul style="list-style-type: none"> ➤ Pilot product must be 	<p>Lecture</p> <p>Workshop</p>	<p>PowerPoint presentation or transparencies for overhead projector</p>	<p>Questioning and Answering Questions in Class</p> <p>Quiz and Exams</p> <p>Project</p>

	<p>develop for safety and performance test. It also warrants production feasibility.</p> <p>7. <i>Market testing</i>: there are several market testing techniques including:</p> <ul style="list-style-type: none"> ➤ Sales-wave research ➤ Simulated test marketing ➤ Controlled test marketing ➤ Test markets <p>8. <i>Commercialization</i></p> <p>4. The consumer-adoption process is the process by which customers learn about new products, try them, and adopt or reject them.</p> <p>5. Adopters of new products have been observed to move through five stages:</p> <ol style="list-style-type: none"> 1. Awareness 2. Interest 3. Evaluation 4. Trial 5. Adoption <p>6. Today, many marketers are targeting heavy users and early adopters of new products, because both groups can be reached by specific media and tend to be opinion leaders.</p> <p>7. the consumer-adoption process is influenced by many factors beyond the marketer's control including:</p> <ul style="list-style-type: none"> ➤ consumers' and organizations' willingness to try new products, ➤ personal influences, and ➤ the characteristics of the new product or innovation: <ul style="list-style-type: none"> ➤ relative advantage ➤ compatibility ➤ complexity ➤ divisibility ➤ communicability 			
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LESSON PLAN

Part 4: Shaping the Market Offering

Lesson 11: Setting the Product and Branding Strategy (Textbook Chapter 14)

Time Allocation: 3 hrs

Learning Objectives	Brief Contents	Teaching/ Learning Strategies	Teaching Aids/ Materials	Evaluation
<p>To enable students to answer the following questions:</p> <ul style="list-style-type: none"> ➤ What are the characteristics of products? ➤ How can a company build and manage its product mix and product lines? ➤ How can a company make better brand decisions? ➤ How can packaging and labeling be used as marketing tools? 	<ol style="list-style-type: none"> 1. Product is the first and most important element of the marketing mix. Product strategy calls for making coordinated decisions on product mixes, product lines, brands, and packaging and labeling. 2. In planning its market offering, the marketer needs to think through the five levels of the product. <ol style="list-style-type: none"> 1. The core benefit is the fundamental benefit or service the customer is really buying. 2. The marketer has to turn the core benefit into a basic product. 3. The marketer prepares an expected product, a set of attributes that buyers normally expect and agree to when they buy the product. 4. The marketer prepares an augmented product, one that includes additional services and benefits that distinguish the company's offer from that of competitors. 5. The marketer prepares a potential product, which encompasses all the augmentations and transformations the product might ultimately undergo. 3. Products can be classified in several ways: <ul style="list-style-type: none"> ➤ In terms of durability and tangibility: <ul style="list-style-type: none"> ➤ Nondurable goods, ➤ Durable goods ➤ services ➤ In the consumer-goods categories: <ul style="list-style-type: none"> ➤ Convenience goods (staples, impulse goods, emergency goods) ➤ Shopping goods (homogeneous and heterogeneous) 	<p>Lectures</p> <p>Workshop</p>	<p>PowerPoint presentation or transparencies for overhead projector</p>	<p>Questions and Answering in Class Quiz and Exams</p> <p>Project</p>

	<ul style="list-style-type: none"> ➤ Specialty goods ➤ Unsought goods ➤ In the industrial-goods categories: <ul style="list-style-type: none"> ➤ Materials and parts (raw materials and manufactured materials and parts) ➤ Capital items (installations and equipment) ➤ Supplies and business services (operating supplies, maintenance and repair items and services, business advisory services). <p>4. Most companies sell more than one product. A product mix can be classified according to width, length, depth, and consistency.</p> <p>5. These four dimensions are the tools for developing the company's marketing strategy and deciding which product lines to grow, maintain, harvest, and divest. To analyze a product line and decide how many resources should be invested in that line, product-line managers need to look at sales and profits and market profile.</p> <p>6. A company can change the product component of its marketing mix by lengthening its product via: <ul style="list-style-type: none"> ➤ Line stretching (downmarket, upmarket, or both) ➤ Line filling ➤ Modernizing its products, ➤ Featuring certain products, and ➤ Pruning its products to eliminate the least profitable. </p> <p>7. Branding is major issue in product strategy. A brand is a complex symbol that can convey many levels of meaning. Branding is expensive and time-consuming, and it can make or break a product.</p> <p>8. The most valuable brands have a brand equity that is considered an important company asset and that must be carefully managed.</p>			
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	<p>9. In thinking about branding strategy, companies must decide:</p> <ul style="list-style-type: none"> ➤ whether or not to brand, ➤ whether to produce manufacturer brands, or distributor or private brands; ➤ which brand name to use; and ➤ whether to use line extensions, brand extensions, multibrands, new brands, or co-brands. <p>10. The best brand names:</p> <ul style="list-style-type: none"> ➤ suggest something about the product's benefits; ➤ suggest product qualities; ➤ are easy to pronounce, recognize, and remember; ➤ are distinctive; and ➤ do not carry negative meanings or connotations in other countries or languages. <p>11. Many physical products have to be packaged and labeled. Well-designed packages can create convenience value for customers and promotional value for producers. In effect, they can act as "five-second commercials" for the product.</p> <p>12. Marketers develop a packaging concept and test it functionally and psychologically to make sure it achieves its desired objectives and is compatible with public policy and environmental concerns.</p> <p>13. Physical products also require labeling for identification and possible grading, description, and product promotion. Sellers may be required by law to present certain information on the label to protect and inform consumers.</p>			
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Lesson 12: Developing Price Strategies and Programs (Textbook Chapter 16)

Time Allocation: 3 hrs

Learning Objectives	Brief Contents	Teaching/ Learning Strategies	Teaching Aids/ Materials	Evaluation
<p>To enable students to answer the following questions:</p> <ul style="list-style-type: none"> ➤ How should a price be set on a product or service for the first time? ➤ How should the price be adapted to meet varying circumstances and opportunities? ➤ When should the company initiate a price change, and how should it respond to a competitor's price change? 	<ol style="list-style-type: none"> 1. Despite the increased role of nonprice factors in modern marketing, price remains a critical element of the marketing mix. Price is the only one of the four Ps that produces revenue; the others produce costs. 2. In setting pricing policy, a company follows a six-step procedure: <ol style="list-style-type: none"> 1. Select pricing objective. 2. Estimate the demand curve, the probable quantities that it will sell at each possible price. 3. Estimate how its costs vary at different levels of output, at different levels of accumulated production experience, and for differentiated marketing offers. 4. Examines competitors' costs, prices, and offers. 5. Selects a pricing method 6. Selects the final price. 3. Companies do not usually set a single price, but rather a pricing structure that reflects variations in geographical demand and costs, market-segment requirements, purchase timing, order levels, and other factors. 4. Several price-adaptation strategies are available: <ul style="list-style-type: none"> ➤ Geographical pricing; ➤ Price discounts and allowances; ➤ Promotional pricing; ➤ Discriminatory pricing; and ➤ Product-mix pricing, which includes setting prices for product lines, optional features, captive products, two-part items, by-products, and product bundles. 5. After developing pricing strategies, 	<p>Lecture</p> <p>Workshop</p>	<p>Powerpoint presentation or transparencies for overhead projector</p>	<p>Questioning and answering questions in class.</p> <p>Quiz and Exams</p> <p>Project</p>

	<p>firms often face situations in which they need to change prices.</p> <ul style="list-style-type: none">➤ A price decrease might be brought about by excess plant capacity, declining market share, a desire to dominate the market through lower costs, or economic recession.➤ A price increase might be brought about by cost inflation or overdemand. <p>6. There are several alternatives to increasing price, including shrinking the amount of product instead of raising the price, substituting less expensive materials or ingredients, and reducing or removing product features.</p> <p>7. The firm facing a competitor's price change must try to understand the competitor's intent and the likely duration of the change. The firm's strategy often depends on whether it is producing homogeneous or nonhomogeneous products.</p>			
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LESSON PLAN

Part 5: Managing and Delivering Marketing Programs

Lesson 13: Designing and Managing Value Networks and Marketing Channels (Textbook Chapter 17)

Time Allocation: 3 hrs

Learning Objectives	Brief Contents	Teaching/ Learning Strategies	Teaching Aids/ Materials	Evaluation
<p>To enable students to answer the following questions:</p> <ul style="list-style-type: none"> ➤ What is value network and marketing-channel system? ➤ What work is performed by marketing channels? ➤ What decisions do companies face in designing, managing, evaluating, and modifying their channels? ➤ What trends are taking place in channel dynamics? ➤ How can channel conflict be managed? 	<ol style="list-style-type: none"> 1. Most producers do not sell their goods directly to final users. Between producers and final users stands one or more marketing channels, a host of marketing intermediaries performing a variety of functions. 2. Marketing-channel decisions are among the most critical decisions facing management. The company's chosen channel(s) profoundly affect all other marketing decisions. 3. Companies use intermediaries: <ul style="list-style-type: none"> ➤ when they lack the financial resources to carry out direct marketing, ➤ when direct marketing is not feasible, ➤ and when they can earn more by doing so. 4. The use of intermediaries largely boils down to their superior efficiency in making goods widely available and accessible to target markets. 5. The most important functions performed by intermediaries are information, promotion negotiation, ordering, financing, risk taking, physical possession, payment, and title. 6. Manufacturers have many alternatives for reaching a market. They can sell direct or use one-, two-, or three-level channels. 7. Deciding which type(s) of channel to use calls for: <ul style="list-style-type: none"> ➤ analyzing customer needs, ➤ establishing channel objectives, ➤ and identifying and evaluating the major alternatives, 	<p>Lecture</p> <p>Workshop</p>	<p>PowerPoint presentation or transparencies for overhead projector</p>	<p>Questioning and answering questions in class.</p> <p>Quiz and Exams</p> <p>Project</p>

	<ul style="list-style-type: none"> ➤ including the types and numbers of intermediaries involved in the channel. <p>8. The company must determine whether to distribute its product exclusively, selectively, or intensively, and it must clearly spell out the terms and responsibilities of each channel member.</p> <p>9. Effective channel management calls for selecting intermediaries and training and motivating them. The goal is to build a long-term partnership that will be profitable for all channel members.</p> <p>10. Individual members must be periodically evaluated. Channel arrangements may need to be modified when market conditions change.</p> <p>11. Marketing channels are characterized by continuous and sometimes dramatic change. Three of the most important trends are:</p> <ul style="list-style-type: none"> ➤ the growth of vertical marketing systems (corporate, contractual and administered VMS), ➤ horizontal marketing systems, and ➤ multichannel marketing systems. <p>12. All marketing channels have the potential for conflict and competition resulting from such sources as:</p> <ul style="list-style-type: none"> ➤ goal incompatibility, ➤ poorly defined roles and rights, ➤ perceptual differences, and ➤ interdependent relationships. <p>13. Companies can manage conflict by:</p> <ul style="list-style-type: none"> ➤ striving for superordinate goals, ➤ exchanging people among two or more channel levels, ➤ coopting the support of leaders in different parts of the channel, and ➤ encouraging joint membership in and between trade 			
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	<p>associations.</p> <p>14. Channel arrangements are up to the company, but there are certain legal and ethical issues to be considered with regard to practices such as:</p> <ul style="list-style-type: none">➤ exclusive dealing or territories,➤ tying agreements, and➤ dealers' rights.			
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Lesson 14: Managing Integrated Marketing Communications (Textbook Chapter 19)

Time Allocation: 3 hrs

Learning Objectives	Brief Contents	Teaching/ Learning Strategies	Teaching Aids/ Materials	Evaluation
<p>To enable students to answer the following questions:</p> <ul style="list-style-type: none"> ➤ How does communication work? ➤ What are the major steps in developing an integrated marketing communications program? ➤ Who should be responsible for marketing communication planning? 	<ol style="list-style-type: none"> 1. Modern marketing calls for more than developing a good product, pricing it attractively, and making it accessible to target customers. Companies must also communicate with present and potential stakeholders, and with the general public. 2. The marketing communications mix consists of five major modes of communication: <ul style="list-style-type: none"> ➤ advertising, ➤ sales promotion, ➤ public relations and publicity, ➤ personal selling, and ➤ direct marketing. 3. The communication process consists of nine elements: sender, receiver, message, media, encoding, decoding, response, feedback, and noise. 4. To get their messages through, marketers must encode their messages in a way that takes into account how the target audience usually decodes messages. They must also transmit the message through efficient media that reach the target audience and develop feedback channels to monitor response to the message. 5. Developing effective communications involves eight steps: <ol style="list-style-type: none"> 1. Identifying the target audience, <ul style="list-style-type: none"> ➤ the marketer needs to close any gap that exists between current public perception and the image sought. 2. Determine the communications objectives, 	<p>Lecture</p> <p>Workshop</p>	<p>PowerPoint presentation or transparencies for overhead projector</p>	<p>Questioning and answering questions in class.</p> <p>Quiz and Exams</p> <p>Project</p>

	<ul style="list-style-type: none">➤ Communications objectives may be cognitive, affective, or behavioral- that is, the company might want to put something into the consumer's mind, change the consumer's attitude, or get the consumer to act. <ol style="list-style-type: none">3. Design the message,<ul style="list-style-type: none">➤ marketers must carefully consider content, structure, format, and source.4. Select the communication channels,<ul style="list-style-type: none">➤ Communication channels may be personal (advocate, expert, and social channels) or nonpersonal (media, atmospheres, and events).5. Establish the total communications budget,<ul style="list-style-type: none">➤ The objective-and-task method of setting the promotion budget, which calls upon marketers to develop their budgets by defining specific objectives is the most desirable.6. Decide on the communication mix,<ul style="list-style-type: none">➤ Marketers must examine the distinct advantages and costs of each promotional tool and the company's market rank.➤ They must also consider the type of product market in which they are selling, how ready consumers are to make a purchase, and the product's stage in the PLC.7. Measure the communications' results- involves asking members of the target audience:			
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	<ul style="list-style-type: none">➤ whether they recognize or recall the message,➤ how many times they saw it,➤ what points they recall,➤ how they felt about the message, and➤ their previous and current attitudes toward the product and the company. <p>8. Manage the integrated marketing communications process.</p> <ul style="list-style-type: none">➤ It calls for integrated marketing communication(IMC).➤ IMC – marketing communications planning which recognizes the added value of a comprehensive plan that evaluates the strategic roles of a variety of communications disciplines and combines these disciplines to provide clarity, consistency, and maximum impact through the seamless integration of discrete messages.			
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Lesson 15: Managing Advertising, Sales Promotion, Public Relations, and Direct Marketing (Textbook Chapter 20)

Time allocation: 4.5 hrs

Learning Objectives	Brief Contents	Teaching/ Learning Strategies	Teaching Aids/ Materials	Evaluation
<p>To enable students to answer the following questions:</p> <ul style="list-style-type: none"> ➤ What steps are involved in developing an advertising program? ➤ What explains the growing use of sales promotion, and how are sales-promotion decisions made? ➤ How can companies exploit the potential of public relations and publicity? ➤ How can companies use integrated direct marketing for competitive advantage? ➤ How can companies do effective e-marketing? 	<ol style="list-style-type: none"> 1. Advertising is any paid form of nonpersonal presentation and promotion of ideas, goods, or services by an identified sponsor. 2. Advertiser include not only business firms but also charitable, nonprofit, and government agencies that advertise to various publics. 3. Developing an advertising program is a five-step process: <ol style="list-style-type: none"> 1. Set advertising objectives 2. Establish a budget that takes into account: <ul style="list-style-type: none"> ➤ stage in PLC, ➤ market share and consumer base, ➤ competition and clutter, ➤ advertising frequency, and ➤ product substitutability 3. Message creation: <ul style="list-style-type: none"> ➤ Choose the advertising message, ➤ determine how the message will be generated, ➤ evaluate alternative messages for desirability, exclusiveness, and believability; ➤ execute the message with the most appropriate style, tone, words, and format and in a socially responsible manner; 4. Decide on the media by: <ul style="list-style-type: none"> ➤ establishing the ad's desired reach, frequency, and impact and ➤ choosing the media that will deliver the desired results in terms of circulation, audience, effective audience, and effective ad-exposed audience; and 5. Evaluate the communication and sales effects of advertising. 	<p>Lecture</p> <p>Workshop</p>	<p>PowerPoint presentation or transparencie s for overhead projector</p>	<p>Questioning and answering questions in class.</p> <p>Quiz and Exams</p> <p>Project</p>

	<p>4. Sales promotion consists of a diverse collection of incentive tools, mostly short term, designed to stimulate quicker or greater purchase of particular products or services by consumers or the trade.</p> <p>5. Sales promotion includes tools for:</p> <ul style="list-style-type: none"> ➤ <i>Consumer promotion:</i> <ul style="list-style-type: none"> ○ Samples, coupons, cash refund offers, prices off, premiums, prizes, patronage rewards, free trials, warranties, tie-in promotions, cross-promotions, point-of-purchase displays and demonstrations ➤ <i>Trade promotion:</i> <ul style="list-style-type: none"> ○ Prices off, advertising and display allowances, and free goods ➤ <i>Business and sales-force promotion:</i> <ul style="list-style-type: none"> ○ Trade shows and conventions, contests for sales reps, and specialty advertising <p>6. In using sales promotion, a company must:</p> <ul style="list-style-type: none"> ➤ establish its objectives, ➤ select the tools, ➤ develop the program, pretest the program, ➤ implement and control it, and ➤ evaluate the results. <p>7. Public relations (PR) involves a variety of programs designed to promote or protect a company's image or its individual products.</p> <p>8. Many companies today use marketing public relations (MPR) to support the marketing departments in corporate or product promotion and image making.</p> <p>9. MPR can affect public awareness at a fraction of the cost of advertising and is often much more credible. The main tools of PR are</p>			
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	<p>publications, events, news, speeches, public-service activities, and identity media.</p> <p>10. In considering when and how to use MPR, management must:</p> <ul style="list-style-type: none"> ➤ establish the marketing objectives, ➤ choose the PR messages and vehicles, ➤ implement the plan carefully, and ➤ evaluate the results. <p>11. Direct marketing is an interactive marketing system that uses one or more media to effect a measurable response or transaction at any location. Direct marketing, especially electronic marketing, is showing explosive growth.</p> <p>12. Companies are recognizing the importance of integrating their marketing communications in systems called:</p> <ul style="list-style-type: none"> ➤ integrated marketing communications, ➤ integrated direct marketing, and ➤ maximarketing. <p>The aim is to establish the right overall communication budget and the right allocation of funds to each communication tool.</p> <p>13. Direct marketers must plan campaigns by:</p> <ul style="list-style-type: none"> ➤ deciding on objectives, target markets and prospects, offers and prices, ➤ followed by testing the campaign and ➤ establishing measures to determine the campaign's success. <p>14. Major channels for direct marketing include face-to-face selling, direct mail, catalog marketing, telemarketing and M-commerce, direct response marketing, kiosk marketing, and e-marketing</p>			
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