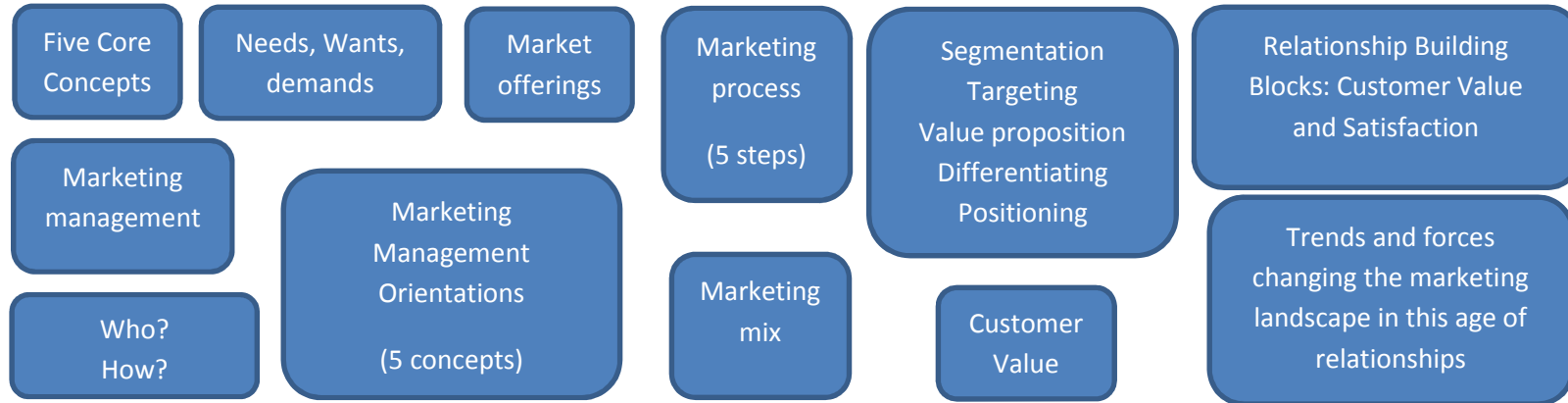


Week 1

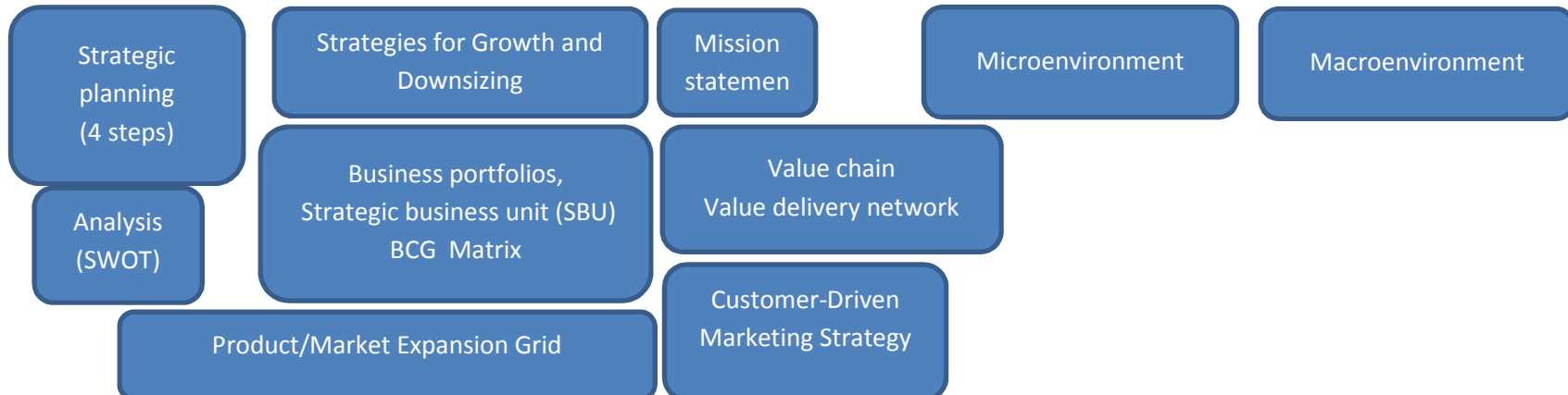
**Marketing: Creating and Capturing Customer Value**



Week 2

**Company and Marketing Strategy: Partnering to Build Customer**

**Analyzing the Marketing Environment**



Week 3

**Managing Marketing Information to Gain Customer Insights**

Marketing research process (4 steps)

Marketing information system (MIS)

Customer Insights

Internal data  
Marketing intelligence  
Marketing research

Research Objectives  
Research Plan  
Research Approaches  
Sampling Plan....

Customer Relationship Management (CRM)

Week 4

**Consumer Markets and Consumer Buyer Behavior**

Consumer buyer behavior

Customer Insights

Factors influencing consumer behavior  
(Social, Cultural, Psychological, Personal)

Buyer Decision-Making Process (5 steps)

The Buyer Decision Process for New Products (5 steps)

Types of Buying Decision Behaviour

Week 5

**Customer-Driven Marketing Strategy  
Creating Value for Target Customers**

Major steps in designing a customer-driven marketing strategy:  
(Segmentation, targeting, Differentiation, and positioning)

Target Marketing Strategies

Evaluating Market Segments

Perceptual positioning maps

Choosing the Right Competitive Advantage

Choosing a Differentiation and Positioning Strategy

Market Segments evaluation factors

Requirements for Effective Segmentation  
(Measurable, Accessible:...)

Week 6

**Product, Services, and Brands:  
Building Customer Value**

Consumer products  
Business products

Individual Product and Service Decisions  
(attributes, packaging, labelling,...)

Product Line Decisions  
Product Mix Decisions

Nature and Characteristics of a Service

Levels of Product and Services

Marketing Strategies for Service Firms

Week 8

### New-Product Development and Product Life-Cycle Strategies

Two Ways to Obtain New Products

Major Stages in New-Product Development (8 steps)

Product Life-Cycle Strategies

New-Product Development Strategies

### Branding

Brand meaning  
Trademarks  
Brand relationship  
Brand Characteristics  
Methods of branding  
Brand Development Strategies  
Brand Communications

Week 9

### Pricings

What Is a Price?  
Types of Costs  
Experience or learning curve  
Demand curve

Three major pricing strategies

Analyzing the Price-Demand Relationship  
Price elasticity of demand

Factors to Consider When Setting Prices

Other Internal and External Considerations Affecting Price Decisions

New-Product Pricing Strategies (Market-skimming Pricing, Market-penetration pricing)

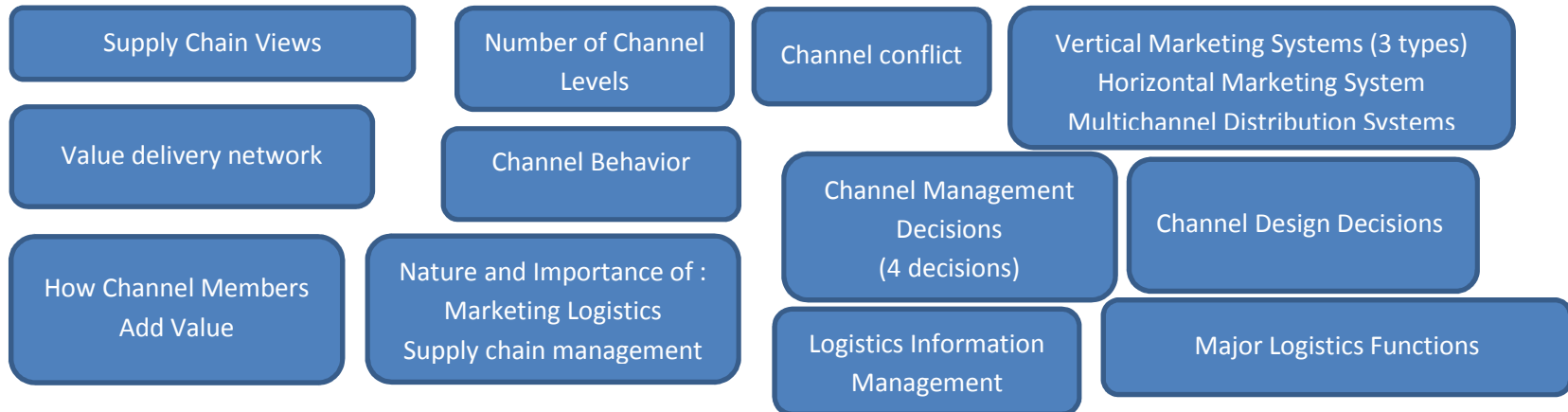
Price-Adjustment Strategies

Product Mix Pricing Strategies

Public Policy and Pricing

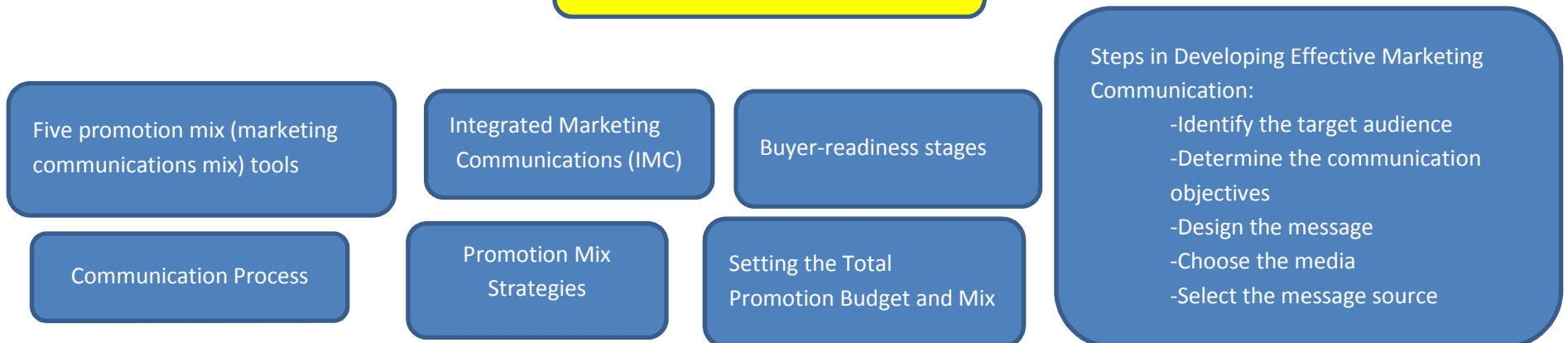
Week 10

## Marketing Channels Delivering Customer Value



Week 11

## Integrated Marketing Communications



Week 11

## Advertising and Public Relations Strategy

Developing an Advertising Program:

- Setting Advertising Objectives
- Setting the Advertising Budget
- Developing Advertising Strategy
- Creating the Advertising Message
- Selecting Advertising Media
- Evaluating the Effectiveness and Return on Advertising Investment

Public relations department functions

The Role and Impact of Public Relations

Communication Process

Major Public Relations Tools

Week 12

## Personal Selling And Sales Promotion

## Direct, Online, Social Media, and Mobile

Personal selling  
Salesperson

Sales force management steps

Sales Promotion Objectives  
Major Sales Promotion Tools  
Developing the Sales Promotion Program

Direct and digital marketing  
Major forms of direct and digital marketing (Traditional forms and new forms)  
public policy and ethical

Factors in the Growth of Sales Promotions

Personal Selling Process (7 steps)

## The Global Marketplace

A global firm?

-International Trade System (Tarrifs, Quotas, Exchange controls, Nontariff trade barriers, GATT....)

Indicators of Market Potential

-Market Entry Strategies  
-Global Marketing Program (Standardized, Adopted..)

Major International Marketing decisions (6 decisions)

-Economic Environment (Industrial Structure, Income Distribution)

-Political-Legal Environment (Countertrade, Barter, Compensation, Counterpurchase)

-Cultural Environment

5 Global Product and communications strategies

## Social Responsibility and Ethics: Sustainable

Sustainable marketing?

Marketing's Impact on Individual Consumers

Marketing's Impact on Society as a Whole

Consumer Actions to Promote Sustainable Marketing  
-Consumerism?  
-Environmentalism?

The environmental Sustainability Portfolio

Business Actions toward Sustainable Marketing  
-Enlightened Marketing Principles