

# 630 Marketing Management

## Introduction

630 MARKETING MANAGEMENT provides the framework to understand and analyse the market environment, consumers and competitors, in order to facilitate marketing decision-making. The subject introduces the concepts, principles and activities involved in the analysis, development, implementation and control of marketing programmes. The objective is to prepare students to apply the knowledge and skills gained from this subject towards the development of effective marketing plans to spur business growth.

### Case studies

Real-life case studies are incorporated into the subject to provide opportunities for students to apply theory into practice in an authentic context. Examples of cases include

Deighton, J. and S. Shoemaker  
*Hilton HHonors Worldwide: Loyalty Wars*  
 Case #9-501-010  
 Harvard Business School Publishing  
 8 November 2005

Rivkin, J.W. and M.E. Porter  
*Matching Dell*  
 Case #9-799-158  
 Harvard Business School Publishing  
 6 June 1999

Quelch, J.A.  
*Heineken N.V.: Global Branding and Advertising*  
 Case #9-596-015  
 Harvard Business School Publishing  
 5 January 1998

### Who should attend

- Executives wishing to enhance their understanding of the market environment
- Managers seeking to refresh their knowledge of marketing concepts
- Decision makers who wish to develop effective marketing strategies

### Learning objectives

Upon completion of this subject, students should be able to

- identify customer needs and perform market segmentation to target segments
- make marketing decisions about product, price, place and promotion
- evaluate customer satisfaction, value and relationship management
- identify and evaluate key market trends and consumer behaviour
- make appropriate decisions about possible entry to new markets
- develop effective marketing and branding strategies
- plan and implement integrated marketing communications strategies

### Delivery method

The subject is delivered online over a 12-week period, with an assigned Professor acting as mentor. The class will comprise students from different countries and industry backgrounds. Practical case studies and discussions help to stimulate learning and knowledge exchange, while an examination at the end of the subject will help students review and apply the knowledge and skills learnt.

### Assessment

Case analyses (team and individual)	45%
-------------------------------------	-----

Discussion board activities	30%
-----------------------------	-----

Final examination	25%
-------------------	-----

### Prerequisites

None

# Syllabus

## Segment 1: Introduction

Students are introduced to the syllabus, the resources and communication tools available within the course.

## Segment 2: Marketing Foundations

Students are introduced to the concepts of marketing products and services, in particular, the key elements of product, price, place and promotion (the '4Ps'). The subject equips students with the basic knowledge to identify customer needs, perform market segmentation, develop effective communication strategies and make appropriate marketing decisions.

## Segment 3: Analysing Opportunities

The segment introduces the various frameworks for understanding customer and competitor behaviours. Students learn methods of collecting and analysing data, to understand consumer and business market trends and gain knowledge of the industry operating environment. Specifically, students learn to evaluate market segment information to make decisions about possible entry into new markets and analyse information about competitors to develop positioning strategies for products and services.

## Segment 4: Developing Strategies

The segment focuses on how to build multiple strategic options. Students learn to make decisions about positioning strategies at each stage of the product life cycle and market evolution. This includes strategic planning for new product launches and repositioning strategies for existing products to new markets or new uses. In addition, students learn to develop market strategies that account for differences among international markets.

## Segment 5: Making Decisions

The segment expands on the strategic planning and implementation process, building on the discussion of effective marketing strategies of new and repositioned products and services. Students are encouraged to evaluate and develop product and branding strategies, design marketing initiatives for services and determine pricing strategies in light of different factors, including competitor actions.

## Segment 6: Integrating Strategies

Students are encouraged to consider multiple factors and their interaction, in the development of marketing and pricing strategies. The segment looks at the integration of logistic information into strategy development, for effective channel management, marketing communications, advertising, sales promotion, public relations, direct marketing and eMarketing. The segment also explains the key factors in recruiting, hiring, training, motivating and evaluating a sales force.

### Required textbook

Kotler, P. and K. Keller. *Marketing Management* (12th ed). New Jersey: Prentice Hall, 2006.

# Global Faculty

## Subject Author

Professor Robert Widing  
University of Melbourne

## Subject Reviewer

Professor Richard Speed  
University of Melbourne

**U21Global subjects are created by acknowledged experts in their field, usually senior academics who have strong understanding of postgraduate requirements. The subject content is further reviewed by academic specialists who appraise the subject from an independent perspective, ensuring a high-quality, professional product.**

630 MARKETING MANAGEMENT was created for U21Global by **Robert Widing**, Professor and Chair of Marketing and Associate Dean (Graduate Studies) at the University of Melbourne. Dr Widing has received formal recognition for teaching, research and service, including the Dean's Certificate of Excellent Teaching (2003) from the University of Melbourne and the Chairman's Award from Thammasat University (2003) where he has been a Visiting Professor since 1999. In 2003, Dr Widing was ranked among the top 10 marketing researchers in the Asia Pacific region. He received his PhD (Marketing and International Business) and MBA from the Ohio State University.

The subject was reviewed by **Richard Speed**, the ANZ Professor of Marketing Strategy at Melbourne Business School, University of Melbourne. He previously taught at King's College London, University of London. Dr Speed has developed and taught marketing management and advanced marketing strategy programmes for postgraduate students and executives. His research and teaching interests are in marketing strategy, decision making, brand building, promotional methodologies and applications of marketing outside the commercial domain. His PhD from Loughborough University examined the marketing practices and strategy of UK retail financial services companies.

## Professors

**Students' progress will be guided by dedicated Professor Facilitators based around the world. They provide an international perspective and impart knowledge through a wealth of experience in their field of specialisation. Our Professor Facilitators will help students make sense of the information to enable students to transform the information into knowledge and creative solutions.**



Clemens BECHTER

Clemens Bechter is an Adjunct Associate Professor at the School of Management, Asian Institute of Technology (Bangkok), Escuela de Alta Direccion y Administracion (Barcelona) and Euro\*MBA (Netherlands), where he teaches marketing and eCommerce subjects to graduate and doctoral students. Dr Bechter received his PhD from the University of St Gallen, Switzerland.



Jose Tomas GOMEZ-ARIAS

Jose Tomas Gomez-Arias is Transamerica Associate Professor of Marketing at St. Mary's College of California, US. He was Associate Professor of Marketing at the Graduate Business Programs, St. Mary's College in 2005–2007. He has taught at the Santa Clara University and California State University, Hayward. Dr Gomez-Arias holds a PhD in Business Science from the University of Leon, Spain and an MBA from the Graduate School of Business, Columbia University, New York.