
advanced marketing <MARKETING SYSTEMS>

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IDEA OF THE CLASS

Based on classical, core marketing concepts (as from any class on „introduction to marketing“) we will discuss marketing „specialities“ of different systems. Those systems that also define the scope of marketing, are conceptualised around the marketing context (B, C), markets (D-F), commodities/products (G-I), and actions and actors (J, K).

My goal is to present you both, main, classical concepts as well as more „modern“ up-to-date discussions of marketing. After attending the class you should be able to solve marketing problems, understand and apply marketing theories and be able to produce your own theory/hypothesis/concept.

See also the principles of the class at the end of that document.

CONTENT

A. INTRODUCTION

- A.1. Core ideas of marketing (exchange, generic concept, customer orientation)
- A.2. Critical marketing - a „Long Tail“ of ideas?
- A.3. Marketing Systems: an overview

B. MODERN, POST-MODERN, POST-POST-MODERN MARKETING

- B.1. Modern marketing or: how dead is Kotler?
- B.2. Post-modern Marketing (tribes, communities...)
- B.3. Liquid modernity and its implications

C. STRATEGIC MARKETING

- C.1. Customer Equity as main goal
- C.2. The „Brand-System“: Knowledge, Positioning/Identity, Actions
- C.3. „Strategic Marketing is about the FUTURE“ (marketing trends, forecasting, sperm strategies)

D. GLOBAL AND REGIONAL MARKETING

- D.1. Cultures, values, experiences, and income
- D.2. Theories of a „global / international marketing“: EPRG model, standard/adapt.; market selection, country of origin
- D.3. Regional concepts (Mediterranean, Celtic, Viking, Asian, etc. Marketing)

E. CONSUMER MARKETING

- E.1. Consumer imperatives, roles, and lifestyles
- E.2. Consumer motives, learning, and decisions
- E.3. The consumer in an image vs first-hand-experience / design economy

F. B2B MARKETING

- F.1. Organisational behaviour; buying centres & buying situations; a typology of organisational customers
- F.2. B2B relationships
- F.3. B2B „markets“ and marketing instruments (ingredient branding, value added services, sales)

CONTENT

G. SERVICES MARKETING

- G.1. What are services?, the service dominant logic, and service categories
- G.2. The service-profit-chain: quality, satisfaction, loyalty
- G.3. Service design & delivery (no frills, rationalisation, atmospherics)

H. RETAIL MARKETING

- H.1. Retail, channels, and distribution
- H.2. Assortments
- H.3. Challenges: Brands, Pricing, Location, Merchandising

I. DIGITAL MARKETING / E-MARKETING

- I.1. Digital products & rights
- I.2. Digital communication & distribution

J. SCIENTIFIC MARKETING

- J.1. Positivistic vs interpretative research
- J.2. Selected research methods (experiments, grounded theory, motivational research)
- J.3. What to read/ how to read / How to use theories?

K. MANAGERIAL MARKETING

- K.1. The Marketing Plan
- K.2. Briefing and Pitch
- K.3. Internal marketing

L. „PLUS 2“

TUTORIAL

1. TUTORIAL 1

- 1.1. The Marketing Mix
- 1.2. Markets, segmentation, and targeting
- 1.3. Introducing new market offerings
- 1.4. Introduction to „Plus 2“ and Project
- 1.5. How to do an interview?

2. TUTORIAL 2

- 2.1. Presenting... lifestyles, consumers, futures...
- 2.2. Explicit and implicit attitudes / Involvement
- 2.3. Measuring satisfaction (SERVQUAL VS CIT)
- 2.4. Visualising Designs (Blueprint, Service Chains, Retail Layouts)
- 2.5. Additional Insights on ... places, celebrities, luxury
- 2.6. Exam Training

SCHEDULE

CLASSES

**SEE THE PROFESSOR
SEE ASSISTANT**

TUESDAYS, 12-16, ROOM H.1301

AFTER/BEFORE THE CLASSES / OFFICE HRS PUBLISHED ON „WWW.BLUEMELHUBER.DE“
PILAR ROJAS

SCHEDULE

**SEPT 15 / 22 / 29
OCT 6 (T) / 13 / 20
NOV 3 / 10 / 17 / (27)
(T)... TUTORIAL**

TIMETABLE (PLANED)

DATE	TIME	PLANED CONTENT
SEPT 15	12-16	A INTRODUCTION
SEPT 22	13-16	B MODERN, POMO, POPOMO MARKETING C STRATEGIC MARKETING
SEPT 29	12-16	D GLOBAL AND REGIONAL MARKETING DISCUSSIONS ABOUT GROUP WORK
OCT 6	12-16	TUTORIAL 1
OCT 13	12-16	E CONSUMER MARKETING F B2B MARKETING
OCT 20	12-16	G SERVICES MARKETING
NOV 3	12-16	J SCIENTIFIC MARKETING K MANAGERIAL MARKETING
NOV 10	12-16	TUTORIAL 2
NOV 17	12-16	H RETAIL MARKETING (<i>prepare/read: „The Body Shop design“</i>) I DIGITAL MARKETING / E-MARKETING
NOV 24	12-16	IF NEEDED

GRADING

- A. EXAM: INDIVIDUAL GRADE** (content: classes, tutorials, readings)
3 X 7 (= 21) points possible: 7 from MC, 7 from questions, 7 from essay (prepare at home, if you want)
- B. PROJECT: GROUP GRADE** (choose ONE of the following possibilities, group size: up to 5 students)
- B.1.** DEVELOP A BRIEFING FOR A BRAND IN THE YEAR 2030 (goal increase Customer Equity, develop sub-goals and briefing).
 - B.2.** DEVELOP A REGIONAL MARKETING CONCEPT (e.g., Alpine Marketing, Balkan Marketing, Asian Marketing...)
 - B.3.** WRITE A SCIENTIFIC PAPER ABOUT ONE „CONSUMER IMPERATIVE“ (e.g., „BE COOL“, „DIFFERENTIATE“, „BE GREEN!“, „BUY LOCAL“)
- C. „PLUS 2“** (participate at 2 research projects and receive 2 additional points) (voluntarily)

REQUIRED READINGS

- A. N KUMAR, L SCHEER & P KOTLER, „From Market Driven to Driving Market“, EMJ, 2/2000.
- B. B COVA, „The Postmodern explained to managers“, Business Horizons, Nov/Dec 1996.
- C. K LEMON, R RUST & V ZEITHAML, „What Drives Customer Equity“, Marketing Management, Spring 2001.
E BEINHOCKER, „Robust Adaptive Strategies“, Sloan Management Review, Sept 2002.
KL KELLER, B STERNTHAL & A TYBOUT, „Three Questions You Need to Ask About Your Brand“, HBR, Sept 2002.
- D. D HOLT, J QUELCH & E TAYLOR, „How Global Brands Compete“, HBR, Sept 2004.
B COVA, „Thinking of marketing in meridian terms“, Marketing Theory, 2/2005
N SANTOS & G LACZNIAK, „Marketing to the Poor“, Journal of Public Policy and Marketing, Spring 2009.
- E. N SCHWARZ, „Attitude Construction“, in B GAWRONSKI (ed), „What is an attitude“ 2007.
- F. A KUMAR & D GRISAFFE, „Effects of Intrinsic Attributes ... in B2B Settings“, Journal of Business-to-Business-Marketing, 4/2004.
- G. S VARGO & R LUSCH, „Evolving a New Dominant Logic“, Journal of Marketing, Vol. 68/2003.
A PARASURAMAN, V ZEITHAML & L BERRY, „SERVQUAL“, Journal of Retailing, 1/1988.
- H. S BORGHINI ET AL, „Why are Themed Brandstores So Powerful?“, Journal of Retailing, 3/2009.
L HARRIS & C EZEH, „Servicescape and loyalty intentions“, European Journal of Marketing, 3-4/2008.
- I. C TAYLOR, „The Six Principles of Digital Advertising“, International Journal of Advertising, 3/2009.
J ROWLEY, „Understanding digital content marketing“, Journal of Marketing Management, 5-6/2008.
- J. C GOULDING, „Grounded theory, ethnography and phenomenology“, EJoM, 3/4/2005.
R DESHPANDE, „PARADIGMS LOST“, Journal of Marketing, Fall 1983.

SUGGESTED TEXTBOOKS

- E ARNOULD, L PRICE & G ZINKHAN, „Consumers“, McGraw Hill 2005.
- E BEINHOCKER, „The Origin of Wealth“, Random House 2007.
- C HOMBURG, S KUESTER & H KROHMER, „Marketing Management“, McGraw Hill 2009.
- D IACOBUCCI (ed), „Kellog on Marketing“, John Wiley & Sons 2001.
- G ZALTMAN, „How Customers Think“, McGraw Hill 2003.

SOME PRINCIPLES OF THE CLASS

The class should **MOTIVATE** you to **DIG DEEPER**

I wanna make you **THINK YOURSELF**

The class is **NO** preparation to Become a McK consultant! You should elicit your **CREATIVITY!**

PROFIT from **SCIENCE** and **TRANSFER** ideas to **MANAGEMENT**

NO POWERPOINT BUT ORIGINAL WAYS of representation

follow **SCIENTIFIC STANDARDS**

DO IT. read! join studies! apply!