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# **solvay brussels school - em**

# **ADVANCED MARKETING**

## **IN 10 (PLUS 1) CHAPTERS**

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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 advanced marketing topics in 10 chapters. Each chapter focuses on an important marketing concept and goes into its depth. Students should learn about the multi-faceted nature of marketing, should learn some of the most prominent and most promising «theories» and «ideas». 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*

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#### **introduction**

1. **MARKETING IS EVERYWHERE**  
culture, heroes, theories... and the responsibility of marketing

#### **understanding «popomo» marketing**

2. **CUSTOMER ORIENTATION 1.0, 2.0, 3.0.**  
discussing marketing 's core imperative ... and why it often sucks
3. **MARKETING AND CONSUMERS**  
about attention, stimuli, choice, exchange, friends, ... and the SEA of love!
4. **MARKETING AND PRODUCTS**  
products, services, values, ... and innovations in marketing

#### **marketing management**

5. **GOALS AND INSTRUMENTS**  
willingness to pay, customer equity, instruments, ... and integrative marketing as asset or liability
6. **STRATEGIES**  
broadening the marketing zone, positioning 3.0, new markets, ... and luck as strategy
7. **CROSSING THE BORDERS**  
new markets, resources, and applications

## *content*

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### **marketing «models»**

8. THE BRAND MODEL  
on associations, stories, attitudes and brand architecture
9. THE DATA MODEL  
segmentation, lifestyles, online & offline data, individual&aggregated data
10. THE BRICOLAGE / PLAY MODEL  
marketing as a game, the customer as player .. and how strategists loose control.

### **tutorials**

- T1 SCIENTIFIC MARKETING  
positivistic vs interpretative, how to do an interview?

X „PLUS 2“

## *this years top 3*

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Each year I highlight three concepts/ideas/theories. Every student should pick one of those and go a little bit deeper (and use/apply with that concepts in your group work and take-home exam.

- › SHOP WINDOWS
- › FRIENDS
- › SERVICE

## *schedule*

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**CLASSES** TUESDAYS, 8-12, ROOM UB2.147 (ECON4M)  
TUESDAYS, 12-16, ROOM H1302 (INGE4E+4F)  
**SEE THE PROFESSOR** AFTER/BEFORE THE CLASSES / OFFICE HRS PUBLISHED ON „[WWW.BLUEMELHUBER.DE](http://WWW.BLUEMELHUBER.DE)“  
**SEE ASSISTANT** \_\_\_\_\_  
Office Hours \_\_\_\_\_

## *material*

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**HANDOUT** There will be a «package» with slides, required readings and reading suggestions for each of the chapters. Find this and all relevant material on [www.bluemelhuber.de/inclass](http://www.bluemelhuber.de/inclass)

**password:** \_\_\_\_\_

**NEWS on [twitter.com/solvaymarketing](https://twitter.com/solvaymarketing)**

## timetable

DATE	PLANED CONTENT
SEPT 20 OCT 4 OCT 11	INTRODUCTION TO THE CLASS UNDERSTANDING POOMO MARKETING
OCT 18	TUTORIAL
OCT 25 NOV 8 NOV 15	MARKETING MANAGEMENT
NOV 22 NOV 29	MARKETING MODELS SUMMARY
	<b>submit PLUS 2</b>
	<b>submit group work (paper NOT mail)</b>
	<b>EXAM</b>

## grading

### A. EXAM: INDIVIDUAL GRADE

**A.1.** «INHOUSE» EXAM. covers class & readings

**A.2.** «TAKE-HOME»-EXAM. you have one week to write an essay on a marketing topic/idea. Deliver this together with the INHOUSE exam.

### B. PROJECT: GROUP GRADE

The goal of the project is to „unleash“ your creative potential, and to have fun with discussing one marketing concept in more detail. Choose one the following possibilities (groups of 3-6 people)

Select on of this year´s **TOP THREE**

Develop a more specific research question (hypothesis) and present your findings in a „creative“ way. I expect a 2-page „management summary“ (text) PLUS a „presentation“ (poster, game, novel, etc.: **NO CLASSICAL POWERPOINT SLIDES**)

**C. „PLUS 2“** (participate at 2 research projects and receive 1 or 2 additional points) (voluntarily)

## *required readings*

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will be published in the packages of each class and on bluemelhuber.de  
Those readings are PART of the class and the exams!

## *suggested textbooks*

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those books cover classical theory and do NOT substitute our class. The class goes a few steps further, but those books are interesting sources about general marketing / consumer behaviour topics.

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.

P KOTLER & K L KELLER, „Marketing Management“, Prentice Hall (different editions)

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 into **MANAGEMENT**

**NO POWERPOINT BUT ORIGINAL WAYS** of representation

follow **SCIENTIFIC STANDARDS**

**DO IT.** read! join studies! apply!