Summary

This course gets you to think like a real marketer. We will look at how the market shapes every aspect of our professional and personal lives, and we will become savvy in all of the strategies, tools, techniques and technologies used by 21st Century marketing managers. Not just limiting ourselves to the realm of business, we look at the marketing of people, ideas, causes, experiences and just about everything else that can be exchanged in the market place, including ourselves. Participants will have the option of choosing between standard assignments and custom project assignments aimed at solving a particular business or professional need of interest and importance to them.

Weeks 1 -2: August 27 and September 3
Marketing: Philosophy? Function?

Focus
The market as “hegemon”

Content Topics
- The Market
  o Literally / “Physically” -- the market is a place / space
  o Psychologically -- the market is a way of thinking
  o Theoretically -- the market as a subject of study and comment
  o Historically -- the market in its many evolving manifestations
  o Economically -- the market is where “the economy” is realized
  o Socially -- the market as shaper of social relationships
  o Legally -- The market as a driver of contractual relationships
  o Politically – The market as political system in its civic guise
  o Technologically -- the market as shaped by as well as a shaper of, technology
  o Culturally -- The market as the “voice” of the culture
- Value – What’s it worth?
  o What is value?
  o How do we measure it?
  o How does it manifest itself to our perception?
  o Material value
  o Immaterial value
  o What our notion of it says about the way we think and behave

Assignments:
1. Week 2: In no more than a long paragraph, submit an answer (sent to cesaretti@artsci.wustl.edu), to the question “What did I buy when I bought this course?”

2. Week 2: Be prepared to make a contribution to an in-class discussion on the topic “How does the market shape my own world”

**Weeks 3 – 6: September 10, 17, 24 and October 8**
**Marketing 1.0 – Product-Centric Marketing**

**Focus**
Tactical, Offering-Driven Marketing

**Content**
- Product/Offering
- Placement
- Pricing
- Promotion

**Written/Presentation Assignments**
On October 8, turn-in a 500 word mini-essay or make a 5-minute class presentation on a “Product/Offering” of your choice describing it’s features and functions, placement, promotion and pricing

**Weeks 7-10: October 15, 22, 29 and November 5**
**Marketing 2.0 – Consumer-Centric Marketing**

**Focus**
Strategic, Consumer-Driven Marketing

**Content**
- Research: Seeing the Big Picture
- Analysis: Interpreting the Data
- Targeting: Understanding Behavior in the Consumer Marketplace
- Planning: Resourcing, Communicating, Acting

**Assignment**
On November 5, turn-in a 500 word mini-essay or make a 5-minute class presentation on an aspect of “Consumer-Centric Marketing” of your choice.

**Weeks 11-15: November 12, 19, 26 and December 3, 10**
**Marketing 3.0 – Values-Driven Marketing**

**Focus**
Holistic, Human Spirit Marketing

Content
- Co-Creation
- Communitization
- Character-Building

Assignment
On December 10, turn-in a 500 word mini-essay or make a 5-minute class presentation on an aspect of “Values-Driven Marketing” of your choice.

For those choosing the “Personal/Professional Topic Option,” make your 20-minute class presentation on December 10.

Class Materials

Text

NOTE: I have not placed this text in the bookstore, assuming that you can get it on Amazon or Barnes & Noble in hard copy as well as electronic form as you prefer.

Ancillary and Supplemental
Handouts and Notetakers posted on course Blackboard site

Attendance
Required

Assignments
Student choice:
- Brief “e-ssays” / Short presentations
OR
- Custom, personal project