Summary

This course gets you to think like a real marketer. 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. Our curriculum includes classic marketing concepts and reaches into newer theories utilizing marketing to move the values driven concepts which move the human spirit.

Weeks 1 -2: August 30 and September 6 Marketing: Philosophy? Function?

Focus

The market as “hegemon”. What do you already know about marketing?

Definition – Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. (Source AMA July 2013)

Discussion topics

• Discuss why you made a recent purchase – could be a branded consumer staple or a major purchase. What went into your decision to make the purchase?
• Share a recent advertisement you saw – print, TV, or online.

Content Topics

4 P’s overview
Kotler Video

Assignment

1. Read Chapters 1-2 in Marketing 3.0 and “Rethinking Marketing” in HBR On Strategic Marketing.
2. Week 2: In no more than a long paragraph, submit an answer (send to thorlacher9876@wustl.edu), to the question “What did I buy when I bought this course?”
3. 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 13, 20, 27, Oct 4; Marketing 1.0 Product Centric-Marketing

Focus
Tactical, Offering-Driven Marketing

Content – The 4 P’s

- Product/Offering
- Placement
- Pricing
- Promotion

Readings

Marketing 3.0 – Chapters 3-4

HBR Must Reads – Rethinking Marketing, Marketing Myopia, The Female Economy

Written/Presentation Assignments

September 13, 20, 27 – selected class members will present findings from HBR/Darden Articles

On September 27 or October 5 make a 5-minute class presentation on a product offering of your choice applying the principles of the 4 P’s.

On October 12, turn-in a 600 word mini-essay on a “Product/Offering” of your choice describing it’s features and functions, placement, promotion and pricing on this same product.

Weeks 7-10: October 11, 18, 25, November 1; Marketing 2.0 Consumer-Centric Marketing

Focus – Segmentation, Targeting, and Positioning

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

Readings

Marketing 3.0 – Chapters 5-6

HBR Must Reads – Marketing Malpractice, Getting Brand Communities Right

Harvard Business Publishing Packet – Segmenting, Targeting, & Positioning
**Assignment**

October 11, 18, 25 – selected class members will present findings from HBR/Darden Articles

On October 25 or November 1 make a 7-minute class presentation on how segmentation, targeting, and positioning impacts your product. (note this will be the same product used in assignment on 4 P’s.)

On November 9, turn-in a 600 word mini-essay on an aspect of “Consumer-Centric Marketing” on your product.

**Weeks 11-14: November 8, 15, 29 and December 6; Marketing 3.0**

**Values-Driven Marketing**

Holistic, Human Spirit Marketing

**Content**

- 3i Model
- Values Based Matrix
- Socio-Cultural Transformation

**Readings**

Marketing 3.0 – Chapters 7-10

HBR Must Reads – Branding in the Digital Age

Darden – Legal Aspects of Pricing

**Assignment**

November 15, 29 – selected class members will present findings from HBR/Darden Articles

On November 15 or 29 make a 7-minute class presentation on how your product/company can apply Marketing 3.0 principles. (note this will be the same product used in assignment on 4 P’s.)

On December 7, turn-in a 600 word mini-essay on an aspect of “Values-Driven Marketing” for your product/company.

**Week 15 – December 13; FINAL EXAM**

A 10 minute presentation will be made to the ‘board of directors’ on how your product plan incorporates Marketing 1.0, 2.0, & 3.0 principles.
Class Materials

Texts


Articles & Course Aids – Purchased direct from Harvard Business Publishing or Darden Business Publishing (Virginia)

Article – “Legal Aspects of Pricing”, Darden

HBP Packets as assigned during course – Segmenting & Targeting; Brand Positioning

Ancillary and Supplemental

Handouts and Notetakers posted on course Blackboard site

Attendance

Required – notify instructor if you cannot attend with reason