

Syllabus

MKT 351 Marketing Management Decisions

Spring Semester (FSS) 2026

Instructor	Prof. Dr. Bryan Lukas University of Manchester (United Kingdom)
Course assistant	Matthias Kleinermann E-Mail: matthias.kleinermann@uni-mannheim.de
Date and location	Tuesday, 17. March 2026, 9:00 – 17:00 (008.1 Seminarraum, B6, 30–32) Wednesday, 18. March 2026, 9:00 – 17:00 (008.1 Seminarraum, B6, 30–32) Thursday, 19. March 2026, 9:00 – 17:00 (008.1 Seminarraum, B6, 30–32)
Course description	This course investigates marketing from a managerial perspective, focusing on the planning and development of strategic marketing programs. We will discuss marketing concepts and learn how to design the marketing mix.
Learning outcomes	This course has two specific learning objectives: 1. Develop an appreciation for the inherently strategic nature of marketing function and for the role marketing decisions play in corporate and business strategy. 2. Strengthen your ability to justify and support your marketing decisions through relevant information acquisition and analysis.
Course outline	<p>Session 1: Establishing Value-Based Marketing Principles – Methods to Compete</p> <ul style="list-style-type: none"> • The shareholder value approach <p>Organizing the Market – Which Markets to Compete in</p> <ul style="list-style-type: none"> • Tools for market analysis • Strategic position assessment <p>Session 2: Managing Market Segments – Value Propositions</p> <ul style="list-style-type: none"> • Value propositions <p>Managing Market Segments – How to Compete with Brand and Product</p> <ul style="list-style-type: none"> • Branding • Product Strategy <p>Session 3: Managing Market Segments – How to Compete with Price and Promotion</p> <ul style="list-style-type: none"> • Pricing strategy • Promotion strategy
Recommended reading	Homburg, Christian, Sabine Kuester, and Harley Krohmer (2013), <i>Marketing Management – A Contemporary Perspective</i> , McGraw-Hill, London. The book is available for purchase at regular and online bookstores. Further, the Mannheim University Library holds several copies for rent.
Prerequisites	The course is offered for bachelor's students. Some basic statistical and/or econometric skills are helpful. A sufficient level of spoken and written English language skills is necessary.

Grading policy	Students will receive one final grade for this course. The final exam will be a closed-book exam and will account for 100% of the final grade. The examination time is 60 minutes.
Registration	Course registration via the Portal2 system is required.
Course material	The course reader could be purchased during the first session.
General information	ECTS credits: 6 Lecture: Block seminar Course language: English

Last updated: 02. Feb. 2026