

# MKT 401

## Strategic Marketing and Marketing in Specific Industry Contexts

Today's markets have become difficult environments for most companies. Challenges arise from a variety of changes taking part in many different domains, impacting the behavior and conduct of customers, competitors and other important stakeholders such as suppliers and channel partners. In this landscape companies have to be smart and able to address customer needs in a way that makes them purchase their offerings and – more importantly – that satisfies customers' genuine needs so that satisfaction and loyalty result. If there is one business discipline that can help companies to accomplish this goal – it is marketing.

A principal element of marketing is the strategic setting in which it takes place. To fully appreciate these strategic aspects, it is essential to understand the concept of marketing strategy and to apply strategic marketing concepts to the different specific industry contexts companies operate in. We will focus on marketing strategy, business-to-consumer marketing, business-to-business marketing, services marketing, international marketing, and digital marketing.

This course is designed for students who have successfully completed MKT 301 (Marketing I) or an introductory marketing management course addressing issues pertaining to the marketing mix. This course prepares you for entry level marketing positions in nationally or internationally operating companies. The course also lays the foundation for graduate level studies in the field of marketing. At the end of the course, students will have an understanding of the strategic and institutional perspectives and will be able to identify and develop marketing strategies, as well as apply marketing concepts in specific industry contexts. In order to acquire this skill-set, the teaching in this course is built on the following elements:

- Lectures and class discussions
- Guest lectures from managers
- Computer simulation
- Participatory tutorials

### General Information



#### Lecturer

Dr. Elisa Konya-Baumbach

#### Course Format

- Lectures and class discussions
- Guest lectures from managers
- Computer simulation
- Participatory tutorials

#### Credit Points

6 ECTS

#### Frequency

Weekly: 4h lecture; 2h tutorial

#### Language

English

#### Grading

Written exam in English (100%),  
90 minutes

#### Exam Date

April 17

Alternate Examination: June 19

#### Term

Spring semester 2023



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### Course Requirements

All course participants are required to attend the weekly lectures. Additionally, all students must participate in a computer simulation. Each student can attend one simulation track. In addition, tutorial sessions will be offered for each topic covered in the lecture. There will be different tracks for the computer simulation and for the tutorial sessions, as outlined in this syllabus.

All relevant information for the course will be posted online on "ILIAS". It is each student's responsibility to obtain information missed due to absence.

### Lectures

Lectures will take place in presence on Mondays B4 (01:45 pm - 03:15 pm) and Wednesdays B3 (12:00 pm - 01:30 pm) in **SO 108** according to the schedule on page 5. During the lecture, students will be exposed to theories and concepts covering the topics as indicated in the lecture outline. Guest speakers are also invited to provide insights into marketing practice. The lectures will be recorded.

### Tutorials

The tutorials are designed to strengthen students' conceptual knowledge and build upon lecture materials. These interactive sessions will be led by a student tutor. The material covered in tutorials may be part of the course exam. Attendance in tutorials is highly recommended. The tutorials will not be recorded.

Tutorials					
Track	Date	Time	Mode	Place	Tutor
Track 1	Monday (20.02. – 20.03.)	B5   03:30 pm – 05:00 pm	In presence	SN 169	Lennart Böhm
Track 2	Tuesday (21.02. – 21.03.)	B5   03:30 pm – 05:00 pm	In presence	O 145	Katharina Zettler or Lennart Böhm
Track 3	Wednesday (22.02. – 22.03.)	B4   01:45 pm – 03:15 pm	In presence	SN 163	Katharina Zettler

*Provided information is subject to change depending on the COVID-19 measures during FSS23 and University regulations.*

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### Simulation

The best way to develop an appreciation and aptitude for marketing is to apply knowledge of marketing concepts to real-world business challenges. For this purpose, students will play a computer simulation.

In this simulation, students take on the position of board members of a motion capture sensors manufacturer and are tasked with executing a successful business-to-business marketing strategy over a number of time periods. Students determine all aspects of the company's go-to-market approach (including sales-force deployment and distribution channel strategy) and associated elements of product policy, including pricing and market positioning of the company's product line to both small and large volume customers. Students also prioritize the manufacturer's efforts in acquiring and retaining customers in order to achieve a combination of sustainable revenues and profits and maximize cumulative profits at the end of the simulation. The simulation also illustrates the benefits of investment in market research and training. We highly recommend that you familiarize yourself with the simulation and the material provided, before you start playing the simulation.

**!!! Successful completion of the simulation is mandatory to pass the course !!!**

This course component is composed of **two deliverables**:

- Successful completion of the simulation in a team. The teams will be created on the simulation day.
- Short final report (max. 1 page) in which your team presents and reflects on the key learnings from the simulation. The last day for submitting the report is **Tuesday, 04.04.2023 at 5 pm**. Please use the template that you will find on ILIAS. One member of your team uploads the team's report on ILIAS, under the task "[Simulation report submission](#)"

**!!! Deadline for completion of the simulation and final report submission is 04.04.2023 at 5 pm!!!**

Every student has to attend one of the offered tracks and play the stimulation physically during the class with the guidance of a tutor. Please register for your preferred track in Portal 2 during the first week of lectures. There is a limited number of places per track. **If you don't register for any of the offered tracks, you cannot play the simulation and therefore cannot participate in the exam.** If you have already participated in the simulation last semester, please contact us via e-mail.

Track	Date	Time	Mode	Place
Track 1	Friday, February 24	10:15 am – 01:45 pm	In presence	L7 3-5, Room 358
Track 2	Friday, February 24	02:00 pm – 05:30 pm	In presence	L7 3-5, Room 358
Track 3	Friday, March 03	10:15 am – 01:45 pm	In presence	L7 3-5, Room 358
Track 4	Friday, March 03	02:00 pm – 05:30 pm	In presence	L7 3-5, Room 358
Track 5	Friday, March 10	10:15 am – 01:45 pm	In presence	L7 3-5, Room 358
Track 6	Friday, March 10	02:00 pm – 05:30 pm	In presence	L7 3-5, Room 358
Track 7	Friday, March 17	10:15 am – 01:45 pm	In presence	L7 3-5, Room 358
Track 8	Friday, March 17	02:00 pm – 05:30 pm	In presence	L7 3-5, Room 358
Track 9	Friday, March 24	10:15 am – 01:45 pm	In presence	L7 3-5, Room 358
Track 10	Friday, March 24	02:00 pm – 05:30 pm	In presence	L7 3-5, Room 358

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### Course Material

We will upload the lecture slides module-wise on Fridays preceding modules A-F (on ILIAS).

The required readings for this course are:

- Lecture slides.
- Homburg, Christian, Kuester, Sabine, and Harley Krohmer (2013), Marketing Management – A Contemporary Perspective (second edition), McGraw-Hill Higher Education, London.

The book is available in major bookstores. There are also copies available at the university library and in online bookshops.

### Exam

On **April 17**, students will sit for a 90 minutes **in-presence** exam consisting of short answer questions and analytical questions covering relevant lecture material and readings that have been addressed in the lectures and the tutorial sessions. Guest lectures are also relevant for the exam.

The alternate exam date is **June 19**.

### Elements of Course Grade

Final Examination: 100%

### Notes

- Passing the course requires a minimum grade of 4.0.
- Successful **participation in the simulation is mandatory to pass the course!** The deadline for completing the simulation and sending the report is **April 4, 5 pm**.

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### Course Outline (topic allocation subject to change)

Week	Date	Course element
1	13.02.2023, B4	Lecture 1 Introduction, Marketing Strategy
	15.02.2023, B3	Lecture 2 Marketing Strategy
2	20.02.2023, B4	Lecture 3 Marketing Strategy
	22.02.2023, B3	Lecture 4 B2B Marketing
	20-22.02.2023	Tutorial 1: Marketing Strategy
	24.02.2023	Simulation: Managing Segments and Customers (Track 1+2)
3	27.02.2023, B4	Lecture 5 B2C Marketing
	01.03.2023, B3	Lecture 6 Guest Lecture Merz Consumer Care
	27.02.-01.03.2023	Tutorial 2: B2B Marketing
	03.03.2023	Simulation: Managing Segments and Customers (Track 3+4)
4	06.03.2023, B4	Lecture 7 B2C Marketing
	08.03.2023, B3	Lecture 8 Services Marketing
	06.03.-08.03.2023	Tutorial 3: B2C Marketing
	10.03.2023	Simulation: Managing Segments and Customers (Track 5+6)
5	13.03.2023, B4	Lecture 9 International Marketing
	15.03.2023, B3	Lecture 10 International Marketing
	13.03.-15.03.2023	Tutorial 4: Services Marketing / International Marketing
	17.03.2023	Simulation: Managing Segments and Customers (Track 7+8)
6	20.03.2023, B4	Lecture 11 Guest Lecture Essity
	22.03.2023, B3	Lecture 12 Digital Marketing
	20.03.-22.03.2023	Tutorial 5: International Marketing / Digital Marketing
	24.03.2023	Simulation: Managing Segments and Customers (Track 9+10)

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