ugba-167-3 Marketing Strategy Fall 2012

Overview: The core course in Marketing (ugba-106) will have introduced you to segmenting, targeting and positioning, then to the development of effective marketing mix elements (product, price, place, & promotion). In that course we often assume that competitors stay in place or are slow to react. However, in Marketing Strategy we will specifically address dealing with the competition. We will extend our learning from ugba-106 to consider:

- The elements of a formal Marketing Plan
- Market size estimation
- Competitor identification and analysis
- Business-to-business marketing
- Alternative business models
- Risk identification, assessment and management
- Price setting dynamics
- Competitive tactics

Teaching Methods: We will pair a combination of lectures and cases. In the latter half of the course we will also engage in the HBSP Universal Car Rental simulation, working in pairs of 2 students. The simulation supposes that you are the manager of a rent-a-car facility in Florida. From month to month you have to set prices as both the competition and economic conditions change.

Prerequisite: Completion of ugba-106 the core Marketing class is strongly recommended.

Course Materials:

1. Course Pack of cases from Study.Net
2. Enrollment in the Harvard Business School Press Pricing Simulation
3. Text: Selected Chapters from Kotler & Keller, Marketing Management, Pearson
4. Recommended:
   a. Access to a core Marketing textbook such as Armstrong & Kotler Marketing: An Introduction, 10/e or 11/e, Pearson
   b. Osterwalder & Pigneur, Business Model Generation, Wiley

Evaluation: 2 individual briefs on cases (30 %); group case presentation (20 %); partnership (2 students) write up of Pricing Simulation (20 %) [you will not be graded on the result of the simulation, that is, whether your firm wins]; Class Participation (10 %); Final Exam (20 %)

About the Instructor: David Robinson is Senior Lecturer at the Haas School and has taught Marketing at Berkeley since 1995. He has traveled and taught extensively in Asia. After studying in England for four years, he earned his PhD in Psychology from Brown and his MBA at UNC Chapel Hill. He has written a textbook on Business Protocol that combines business communication with practical advice for young business people. ✈