# Customer Based Marketing Strategy

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***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

This course explores marketing strategies in the contemporary business context. It examines companies’ marketing towards business customers (module 1) as well as marketing towards final consumers (module 2). Customer based marketing strategy hinges on creating value for customers and encompasses market segmentation, positioning, pricing, communication, physical distribution, customer service and sales management. The task of marketing and related activities is examined both in value chains of interconnected customer supplier relationships in business networks and in relation between businesses and the final consumers. The aims of this course reflect the focus of the program on global dimension and the societal and environmental responsibility of business Because many markets are of global nature, the challenges and opportunities associated with having customers and suppliers from other cultures, countries and continents are highlighted. Since marketing tasks as a rule involve ethical and environmental considerations, this module emphasizes managers’ responsibility when dealing with ethical and environmental issues.

At the end of the course, students will be able to:

* identify and interpret multidisciplinary theoretical and conceptual foundations for the development of effective marketing strategies directed to customers in business and consumer markets (knowledge);
* understand how ethical, environmental and social responsibility issues affect marketing management and marketing strategy development (knowledge).
* develop theories and conceptual frameworks to design organizational solutions and managerial systems in support of customer-based marketing strategies in multicultural global and local contexts (knowledge);
* analyse, interpret and discuss academic and empirical data and information and transform it into actionable knowledge for customer-based marketing strategy development (intellectual skill);
* apply proven theoretical and conceptual knowledge of business issues to design, use and review marketing processes in multicultural global and local contexts (practical skill);
* develop critical decision making by recognising, assessing, and analysing complex environments and developing sustainable solutions to marketing-related problems (transferable skills).

***COURSE CONTENT***

Module 1

This module outlines the core concepts of customer-based marketing strategies in B2B markets, with an emphasis on ethical and sustainability issues. Upon completion of the course students should be able to: 1) understand the distinctive features of B2B markets and how businesses and organizations buy in an increasingly responsible, networked, local and global, and digitalized economy; 2) become familiar with fundamental concepts in marketing to business customers (e.g. with a focus on understanding the content and dynamics of customer supplier relationships); 3) outline solutions regarding the marketing mix underpinning effective value creation strategies in B2B corporate contexts.

Module 2

This module examines the formulation and implementation of marketing strategy in business-to-consumer (B2C) markets, with an emphasis on ethical and sustainability issues regarding the discussed topics. Upon the completion of the course and this module, the students should be able to: 1) Understand consumer behavior and major trends in an increasingly responsible, networked, local and global, and digitalized economy; 2) become familiar with fundamental concepts of digital marketing to consumers (e.g. social media marketing, mobile marketing, consumer-generated marketing, etc.); 3) Outline and motivate marketing strategies that create value for the consumer, the company and the society (societal marketing).

***READING LIST[[1]](#footnote-1)***

*Required readings*

R. Brennan-L. Canning-R. McDowell. (2020). *Business-to-Business Marketing*. (5th ed). Sage. [*Acquista da VP*](https://librerie.unicatt.it/scheda-libro/brennan/business-to-business-marketing-9781526494399-722999.html)

G. [Hooley](https://www.pearson.ch/autor/18158/Graham-Hooley)-B. [Nicoulaud](https://www.pearson.ch/autor/47531/Brigitte-Nicoulaud)-J. Rudd (2020). *Marketing Strategy and Competitive Positioning*. (7th ed). Pearson Education.

***TEACHING METHOD***

Teaching approaches in this course aim at stimulating students’ participation and active interactions between students, instructors and guest speakers. The principal method of instruction is lectures with (non-graded) group assignments, based on business cases and examples from the field to advance students’ understanding of customer-based marketing strategies. Students are expected to prepare in advance all materials required for the weekly classes to benefit from an active participation.

***ASSESSMENT METHOD AND CRITERIA***

 Students can choose between a multiple assessment route and a single assessment route.

*Multiple assessment route*

Students are evaluated through two tests. Each test includes 2 open questions and 1 short business case (weights: 20% for each open question and 60% for the short business case). The first test is scheduled at the end of module 1, and the second at the end of module 2. For each module students will receive a mark (to one decimal place) and the final grade is rounded up to the first interger (simple mean of the two marks reported in each module). It needs to receive a pass both in the first and in the second test.

*Single assessment route*

Students who do not pass the multiple assessment route are evaluated according to a sigle assessment route. The single assessment route will consist of a written test, consisting in one open question (20%) and one short business case (30%) on the contents of the first module (including case studies); one open question (20%) and one short business case (30%) on the contents of the second module (including case studies).

*Assessment criteria*

The student's preparation is evaluated according to grading scales which are published in Blackboard.

***NOTES AND PREREQUISITES***

*N. ECTS* - 8

*Enrollment requirements* - Basic knowledge of marketing is required. Students who do not have such knowledge are responsible for acquiring it to the extent necessary during the course.

*Language of instruction* - English

*Time –* I term; 7.5 hours per lecture week (7.5 x 8 weeks = 60 hours in total).

*Attendance –*Attendance is is strongly recommended.

*Associated courses* – Supply chain management, Business Communication, Performance Measurement, Brand Management

*International dimension* – International teaching materials are used throughout the course.

Business connection - The course makes extensive use of contemporary business cases and examples. Examples also supported by guest speakers from business companies.

*Professional context* - In professional life, marketing managers are typically responsible of overseeing a multiplicity of activities that involve different organizational functions and require different competences (from product development to handling customer feedback). Marketing managers are increasingly expected to know how to interpret data coming from complex multicultural environments and use them to inform and justify their decisions, also in light of the increasing pressure on respecting ethical and sustainability issues. Depending on the size and form of the organization, marketing managers are responsible for leading the marketing effort working in a team composed by more specialized marketing manager roles (like an SEO content marketing manager, a digital marketing manager, and/or a social media marketing manager, etc.).

*Further information* – Additional information regarding the course schedule and delivery, learning assessment, expectation and policies, general announcements, and additional course materials will be posted on Blackboard.

1. I testi indicati nella bibliografia sono acquistabili presso le librerie di Ateneo; è possibile acquistarli anche presso altri rivenditori. [↑](#footnote-ref-1)