

## Syllabus

### MKT 351 Marketing Management Decisions

### Spring Semester (FSS) 2025

<b>Instructor</b>	Prof. Dr. Bryan Lukas University of Manchester (United Kingdom)
<b>Course assistant</b>	Guzi Huang E-mail: <a href="mailto:guzi.huang@uni-mannheim.de">guzi.huang@uni-mannheim.de</a>
<b>Date and location</b>	Tuesday, 1. April 2025, 9:00 – 17:00 (L 9, 1–2, Room 001) Wednesday, 2. April 2025, 9:00 – 17:00 (L 9, 1–2, Room 001) Thursday, 3. April 2025, 9:00 – 17:00 (L 9, 1–2, Room 001)
<b>Course description</b>	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.
<b>Learning outcomes</b>	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.
<b>Course outline</b>	<b>Session 1:</b> <b>Establishing Value-Based Marketing Principles – Methods to Compete</b> <ul style="list-style-type: none"> <li>The shareholder value approach</li> </ul> <b>Organising the Market – Which Markets to Compete in</b> <ul style="list-style-type: none"> <li>Tools for market analysis</li> <li>Strategic position assessment</li> </ul> <b>Session 2:</b> <b>Managing Market Segments – Value Propositions</b> <ul style="list-style-type: none"> <li>Value propositions</li> </ul> <b>Managing Market Segments – How to Compete with Brand and Product</b> <ul style="list-style-type: none"> <li>Branding</li> <li>Product Strategy</li> </ul> <b>Session 3:</b> <b>Managing Market Segments – How to Compete with Price and Promotion</b> <ul style="list-style-type: none"> <li>Pricing strategy</li> <li>Promotion strategy</li> </ul>
<b>Recommended reading</b>	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.
<b>Prerequisites</b>	The course is offered for Bachelor students. Some basic statistical and/or econometric skills are helpful. A sufficient level of spoken and written English language skills is necessary.

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

**Last updated: 23. Feb. 2025**