

AMISM104-23-Marketing Bootcamp		
<b>Name of lecturer(s) &amp; Email</b> Sandra Rothenberger <a href="mailto:sandra.rothenberger@ulb.be">sandra.rothenberger@ulb.be</a>	<b>Level/Semester, Status, Timing</b> Semester 1 Compulsory Between 11/09/23-18/10/23	<b>ECTS*, CH &amp; SDL**</b> 3 24 66
<b>Description of the course</b> Marketing is the core of business, guiding interactions with the 5 C's: company, customers, competitors, collaborators, and context. It's evolved beyond traditional practices, emphasizing digital transformation and customer empowerment. This course explores the shift, starting with understanding consumer needs, evaluating competition, targeting audiences, and crafting innovative strategies. Marketing blends art and science, creating value and facilitating transactions. Rooted in the S.A.V.E.D. framework, Marketing 4.0 reinvents principles, focusing on customer-centricity and value co-creation. Join us for this customer-driven journey in the ever-changing marketing landscape.		
<b>Course units</b> New Pace, new Possibilities - Setting the Stage for Strategic and Tactical Marketing Management <ol style="list-style-type: none"><li>1. S.A.V.E.D. - Sell Solutions instead of Products</li><li>2. S.A.V.E.D. - Focus on Access instead of Place</li><li>3. S.A.V.E.D. - Sell Value instead of Price</li><li>4. S.A.V.E.D. - Focus on Education/Emotions/Engagement/Experience instead of Promotion</li><li>5. S.A.V.E.D. - How to create impact through Digital?</li></ol>		
<b>Course Learning Outcomes (CLOs)</b> <ul style="list-style-type: none"><li>• Develop strategic thinking skills in marketing through a Case Study approach.</li><li>• Reevaluate the traditional 4 Ps of Marketing and implement the S.A.V.E.D. strategy effectively.</li><li>• Acquire the capability to identify, (co-)create, and maintain customer value in diverse marketing scenarios.</li><li>• Utilize essential frameworks and tools for situation analysis and decision-making.</li><li>• Gain proficiency in conceptualizing and implementing innovative marketing strategies beyond conventional boundaries.</li></ul>		
<b>Teaching Activities (TAs)</b> Lecture, Directed Discussion, Direct Instruction, Guided Instruction, Case Based Learning, Problem-based learning, guest lectures	<b>Learning Activities (LAs)</b> readings, cases, group work and discussions and guest speakers.	
<b>Contribution to Programme Learning Objectives (PLOs)***</b> <ul style="list-style-type: none"><li>• Learning Objective 1.1: Reinforcement</li><li>• Learning Objective 1.2: Introduction</li><li>• Learning Objective 1.3: Introduction</li><li>• Learning Objective 2.1: Reinforcement</li><li>• Learning Objective 2.2: Reinforcement</li><li>• Learning Objective 3.1: Reinforcement</li><li>• Learning Objective 3.2: Reinforcement</li></ul>	<b>Assessment methodology / Learners Use of Time and Load</b> Individual in class exam <ul style="list-style-type: none"><li>• weight 60%</li><li>• workload estimated = 1 hours</li><li>• due 23-10-2023</li></ul> Group assignment <ul style="list-style-type: none"><li>• weight 40%</li><li>• workload estimated = 1 hours</li><li>• due 30-09-23</li></ul>	
<b>Evaluation scale</b> 0-20		
<b>Contribution to the Environmental, social and governance (ESG)</b> <b>Course Contribution to ESG:</b> Yes <b>Contact Hours are dedicated to ESG:</b> 4 <b>Contact Hours containing climate solutions for how organisations can reach net zero:</b> <b>Description of contribution:</b> Sustainable Marketing Practices: I infuse my curriculum with sustainable marketing practices in all SAVED topics. Teach participants how to create marketing strategies and actions that highlight the eco-friendly aspects of products or services.		
<b>Readings</b> <b>Required</b> KnowYourCustomers.Jobstobedone_HBR, Sept2016 Selling Solutions Isn't Enough_MIT Sloan 2018 The Future of Retailing_JoR_2017 TheFutureOfShopping_HBR2011, When Customers Help Set Prices_MITSloan2014 What every manager should know about pricing_HH_2023 Customer Journey mapping_BH2017 Past, present, and future of customer engagement_JBR_2022  <b>Optional</b> /  <b>Other Learning Material(s)</b> <b>Required</b> /  <b>Other Learning Material(s)</b> <b>Required</b> /		

**Notice:** The information available in the course outline is subject to change. Please keep yourself informed at all times by regularly checking Canvas.

\*ECTS - European Credit Transfer and Accumulation System (1 ECTS = 30 hours of learning)

\*\*CH - Contact Hours in class or online, SDL - Self-Directed Learning including readings, homework, group work, preparation to assessment, etc

\*\*\*PLO - Programme Learning Objectives are available on the curriculum page