

Efficient Marketing Mix Planning

Learning objectives and outcomes:

A competitive marketing strategy requires the implementation of a complex set of appropriate and controllable tactical marketing tools (marketing mix). An effective marketing mix blends marketing tools into a co-ordinated marketing program designed to achieve specific marketing objectives. Within the course theoretical models are presented for efficient planning and co-ordinating of the marketing instruments (product, price, distribution, communication). Students will explore appropriate theoretical and conceptual frameworks, while adopting a managerial perspective to discuss and to evaluate efficient marketing mix options. There will be a number of team work activities. This group work will involve a review of theories and conceptual frameworks based the review of research articles. At the completion of the course, students should be able to:

- discuss various theoretical models and conceptual frameworks for evaluating marketing mix tools
- apply concepts for marketing mix planning in real business situations and marketing contexts

Content:

The first part of the course will focus on different and selected marketing mix tools (product, price, distribution, communication) and their efficient planning. During the second part, every marketing mix option will be evaluated following an integrated perspective.

Topics covered include in general:

- efficient new product development
- efficient pricing (conjoint analysis, non linear pricing models)
- efficient multi-channel options
- efficient communication
- optimization of the integrated marketing mix
- implementation problems of planning tools

Teaching Methods:

The course is based on lectures including team work activities such as case study assignments, article reviews. Experts join the course as guest speakers.

Conditions of Participation:

Admission to the HHL full-time Master Program in Management (M.Sc.).

Application, combination and frequency:

The course is part of the elective module “Marketing Management”. It can be chosen either in combination with all other courses of this module or as part of the module “Advanced General Management”. The content is matched with the topics of other lectures within the module “Marketing Management”. The course is held once a year.