

Course PM ME 1035, 7,5 hp

Head Of Course;

Henrik Uggla

email Henrik.uggla@indek.kth.se

henrik.uggla@phdbrandmanagement.com

Associate Professor Strategic Brand Management

Course P:M

Course Content Focus:

Basic Marketing develop the core ideas, models and practical and theoretical tools within marketing management, the course focus is twofold; strategic marketing and tactic marketing. Strategic Marketing revolves around processes that stabilizes the marketing process; segmenting, targeting and positioning. Brand Strategy and brand equity is also a deeply covered theme both in the marketing textbook underlying the course and in the classroom. The tactic process of marketing revolves around the marketing mix and the *four p framework* in terms of *product, place, price* and *promotion strategy*. The course also introduces important consumer perspectives, consumer behavior in terms of needs, wants and market demands and consumer insights and marketing research that constitute important parts and input to the marketing management process and marketing decisions.

Examination Form and Format

The first lecture and the last three are compulsory The course is examined through two moments, each moment is graded A-to F a written exam and a group project (marketing Plan). The two moments will be described in detail down below.

Written Exam

The written exam will be based on 5 essay questions covering the textbook with focus on strategic and tactic facets of marketing, consumer behavior, consumer insights, marketing segmentation; positioning and brand positioning. Each question will be graded between 1-10 points. The written exam will be held in a class-room at the KTH without any aides and can be answered in English or Swedish.

Marketing Plan: Group Project

A 20 page written report, including references but excluding cover page describing a one year marketing plan for a real company and brand within a mature marketplace. The Group Project should be presented in-class at the end of the course, groups can be based on either three or four members, and symmetric contributions to the project are important. The group project are grades between F and A. The Marketing plan should be sent to course responsible via mail at the deadline presented the first meeting.

Marketing Plan Structure and Example

The section down-below will describe the most important parts and facets of the marketing plan, a document that describes the strategic and operative marketing efforts for one year in advance. The final document should be presented by at least two of the group members at the end of the course and sent in as a pdf-file to the email of course responsible.

Marketing Plan Ben & Jerrys Premium ICE Cream

Case Focus and Delimitation: Ben and Jerrys within the house-of-brands of UNILEVER

Theoretical Delimitation Corporate Vision and Mission Theory

Objective ; The Aim is to develop a one year marketing plan for Ben & Jerrys

Geographic Delimitation; Swedish Retail Market Ben and Jerrys

Marketing Plan: Ben & Jerrys

Current Situation Analysis

S.W.O.T. analysis

Marketing Objectives

Positioning And Brand Identity

Marketing Communication Objectives

Financial Objectives

Marketing Activities (January to December)

Ads, Marketing Comm, social media, mobile marketing, Global/Local In-store In-shelf etc))

Budget

Control

Grading Principle for the Course Grade

The written exam has relatively more weight in the final judgement of the course; For example, if the written individual exam is judged A and the Marketing Plan group project is evaluated A, there will be an A in the course grade. Second, if the written individual exam is judged A and the Marketing Plan group project is evaluated B, there will still be an A in the course grade. However, if the marketing plan is judged A and the written individual exam is judged B, there will still be a B in the final grade. In sum, the individual effort is attributed relatively more value.

Course Literature

Kotler, P., and Armstrong, G., (2024) *Principles Of Marketing, Global Edition*, Pearson Education, USA.

Article/blog on strateg brand identity positioning provided in class.

Uggla, H (2011) Positioning, Theory Trend and Tradition, Liber, Sweden.