



APPLIES TO ACADEMIC YEAR 2015/2016

ELE 3746 Tactical Marketing

Programme

Elective, Exchange Program

Responsible for the course

Ragnhild Silkoset

Department

Department of Marketing

Term

According to study plan

ECTS Credits

7,5

Language of instruction

English

Introduction

Tactical marketing trains the student to make market decisions with the purpose to develop an organization that grows and survive in a demanding market. The students will be trained in evaluating market conditions, set up a competitive strategy and make tactical marketing decisions.

Tactical marketing differs from other courses in that it is build around a practical and realistic simulation game.

The students is put into position to run a marketing department in a large international IT company. The company experiences tough competition, demanding customers, and aggressive competitors. Through the simulation game the students is guided through different phases of work tasks. This consist of making decisions regarding product attributes and -variation, price strategy, availability, human resource management and career development, budgets, in addition to financial planning. Through the game the students develops their ability to analyze situations, understand consequences of decisions before they makes the decision, plus develop an understanding of how the marketing decisions affect the whole organisations, conflicts, tradeoffs and potential outcomes.

A demofilm of the simulation can be seen at this link: <http://www.marketplace-live.com/demo/general-preview.php>

Learning outcome

Acquired knowledge

After finishing the course the students will be able to understand the important concepts, principles and strategies in marketing which are relevant in any managerial post.

Acquired skills

After finishing the course the students will be able to

- develop their marketing management skills by giving them an integrated perspective of the entire marketing operation.
- develop their strategic planning and execution skills within a rapidly changing environment
- analyze and follow their company's market share and various other performance metrics
- analyze competitors, read and understand what is happening in the marketplace and plan preemptive moves against competitors' decisions
- promote better decision-making by helping team-mates see how their decisions can affect the performance of others and organization as a whole.
- develop teamwork across functions, and open up new communication links
- internalize how important it is to use market data and competitive signals to adjust the strategic plan and more tightly focus marketing tactics
- instill a bottom line focus and the simultaneous need to deliver customer value.
- crystallize the linkages between marketing decisions and financial performance.

Reflection

After finishing the course the students will have build their marketing confidence through knowledge and realistic experience.

Prerequisites

Marketing management or other corresponding courses

Compulsory reading

Books:

Best, Roger J.. 2013. Market-based management : strategies for growing customer value and profitability. 6th ed., Int. ed.. Pearson

Recommended reading

Course outline

- Analyze market research data;
- Design brands to appeal to different market segments;
- Devise advertising campaigns, sales force incentives, and price option;
- Allocate scarce funds to R&D, advertising, and distribution;
- Select and prioritize R&D projects, leading to new product features;
- Plan and roll out a marketing campaign;
- Manage cash;
- Compete head-to-head with other business teams;
- Adjust strategy and tactics in response to financial performance, competitive tactics, and customer needs.

Computer-based tools

Electronic simulation tools will be announced at the start of the course. The students must buy licence to be able to play the simulation. The price will vary depending on number of students, it will be close to 350 NOK.

Learning process and workload

The course has 40 hours. Of these 16 lecturing hours will focus on the syllabus and evaluation of the simulation (e.g. teaching students how to analyze and read the most common managerial metrics from company- and market research reports). 24 hours will be used on the simulation. The simulation can be solved individually or in groups of up to three students. If placed in groups, students must divide roles between various managerial posts they would take. The project paper that the simulation builds on shall be submitted both electronically and in paper form.

Students must submit a specific number of results from the simulations within specific dates and times. In the subsequent lectures there will be given an overview of the groups' position and results in relation to each other, together with a discussion on the most important aspects covered in a previous and subsequent game iteration. The objective is to profitably capture a dominant market position.

Recommended workload in hours:

Activity	Use of hours
Participation in the teaching	16
Participation in the simulation	24
Working on the simulation decision	70
Develop the marketing plan	90
Recommended use of hours	200

Use of hours

16 hours – Class participation
24 hours - Simulations
5 hours - Facilitation (lecturer)
45 hours in total

Examination

The Exam can be solved in groups of up to 3 students.

Project Paper accounts for 100 % of the final grade in the course. The Project Paper include between 3500 - 4000 words, exclusive front page, table of contents, reference list, and attachments. There will be plagiarism control of the report.

Examination code(s)

ELE 37461 Term project, counts 100 % of the final grade in ELE 3746 Tactical Marketing, 7.5 ECTS.

Examination support materials

All aids are allowed.

Re-sit examination

Makeup for the reporting and the simulation is held in connection with the next regular course.

Additional information