

Course Curriculum Outline – Navigating Global Marketing

Day 1 – Course Overview

Course Overview and Introductions

- Professor and peer introductions
- Overview of syllabus (expectations for the course, course schedule, grading criteria, etc.)

Introduction to Gen-AI tools

- High-level overview of basic Gen-AI tools (ChatGPT, Bing AI, DALL-E, etc.)

Introduction to Strategic Marketing Framework and Marketing Strategy team project

Determine topic for Marketing Strategy team project to include company brand and product, market opportunity (market penetration, market development, product development), and potential target market

Day 2 – Situation Analysis I

Market Research Process and Consumer Assessment

Class exercise: Utilize secondary research to identify trends and gain insights regarding your company's target customers

- *Example GenAI Prompt: How can I use secondary market research to learn more about customer insights and industry trends for [insert company]?*

Consumer and Organizational Buyer Behavior

- *Where does your company's product offering fall on Maslow's Hierarchy of needs?*
- *What factors are most influential in the purchase decision for consumers of your selected product offering?*
- *Where do you believe your selected product category currently falls in the product lifecycle? How will this life cycle stage affect pricing, promotions, and placement/distribution.*

Industry Analysis

Class exercise: Conduct a Porter's Five Forces Analysis for your company's industry. Which of the five forces would you say are most impactful to your company?

- *Example GenAI Prompt: Would you say that the threat of substitute products is low or high in [insert industry]? Please explain your answer.*

Day 3 – Situation Analysis II

Market Share and Competitive Intelligence

Class exercise: identify a major competitor of your company. Then, develop a strengths and weaknesses analysis comparing your company to this competitor.

- *Example GenAI Prompt: What are three high-level critical factors for success in [insert industry]*
- *Example GenAI Prompt: Using those three critical factors compare the performance of [your company] and [competitor]*

Class exercise: identify how companies in your industry create value. Which items in this industry value chain does your company lean on to create value?

Develop a SWOT analysis for your company. What strategic opportunities are emerging for your company?

Day 4 – Strategy Formulation I

Discuss the following questions through the lens of your company:

- Does your company focus on cost leadership, cost focus, differentiation, or differentiation focus?

International Marketing and Digital Transformation

Class discussion: To what extent has your company embraced international marketing? Is this the appropriate approach, or is there reason to change?

To what extent has your company embraced digital transformation? What strategic opportunities are there for your company to drive further digital transformation?

Day 5 – Strategy Formulation Part II

Segmentation and Targeting

Class exercise: Develop a target market persona for your selected market opportunity based on geographic, demographic, psychographic, and behavioral factors.

Positioning

Class exercise: In class assignment: Develop a perceptual map for your market opportunity. What should the vertical and horizontal axes based on the selected target market persona? How does your company currently position against competitors vs. the desired position against competitors in the mindset of the target market? Create a positioning statement that will guide the marketing execution.

Day 6 – Branding

How do you define your personal brand? How do others (to include GenAI) define your personal brand?

Personal Branding LinkedIn Exercise

Class exercise: Think about your company's current brand. What comes to mind when you think about its brand as a product, an organization, a person, and a symbol. How does your new strategic opportunity align with the current brand?

Day 7 – Product, Pricing, and Place - Distribution

Product Development

Class exercise: how will the product need to be defined for the selected market opportunity? In effect, how will this product/service meet the needs of your target market persona?

Pricing

Class exercise: Discuss the following questions to help identify a pricing strategy for your offering:

- Does your company currently use a skimming, penetration, or other pricing strategy? Should they maintain the same strategy for this new opportunity?
- How would you recommend managing price discounts and promotional pricing?
- Would you recommend price differentiation? If yes, by which factors?

Place – Distribution

Class exercise: What distribution strategy makes sense for your offering relative to customer needs, desired brand position, and cost/margin structures.

Day 8 – Promotions and People

Promotions – IMC

Class exercise: Develop several owned, earned, and paid media tactics to promote your offering. Use GenAI tools like DALL-E to support the development of your promotional tactics. When choosing tactics, keep your target market persona in mind. What types of media do they most frequently interact with?

People

Class exercise: What should the personal selling strategy be for your offering? How does it fit into your promotional strategy?

Day 9 – Final Presentation Development

Summary of Situation Analysis

Strategy Formulation (including target persona, positioning map, and positioning statement)

Marketing Execution (including product, pricing, place – distribution, promotions, and people)

Day 10 – Final Presentations and Course Conclusion