



## 8011 - STRATEGIC MARKETING

### COURSE SCHEDULE A.Y. 2008-2009

#### Class 22

Teacher: Prof. A. Arbore and Prof. A. Hinterhuber

Day	Hours	Room
Wednesday	12.30-2.00 pm	N32
Thursday	2.30-4.00 pm	N32
Business game:	See below	See below

#### Course Description and Objectives:

The objective of the course is to provide a better understanding of the strategic marketing process to face an increasingly hypercompetitive environment. In fact, in recent years, industry boundaries are blurring and new competitors are emerging. Firms are competing in a new scenario, which is characterized by some major forces of change, such as globalization of markets, technological change, and increasing customer expectations.

#### Course Material:

##### *Attending students*

- Best, Roger, *Market Based Management – Strategies for Growing Customer Value and Profitability*, 5th edition 2008, Pearson, Prentice Hall, Upper Saddle River, NJ (chapters in the syllabus only)
- Collection of readings (available online at <http://lwp.unibocconi.it/> or in the library's databases)

##### *Non - Attending students*

- Best, Roger, *Market Based Management – Strategies for Growing Customer Value and Profitability*, 5th edition 2008, Pearson, Prentice Hall, Upper Saddle River, NJ (all chapters)
- Readings:
  - Ulwick, "Turn Customer Input into Innovation, Harvard Business Review", January 2002;
  - Kampas & Rafii, "How to Identify Your Enemies Before They Destroy You, HBR, Nov. 2002;
  - Day & Schoemaker, "Scanning the Periphery," HBR, Nov. 2005;
  - Hinterhuber, "Towards value based pricing" Industrial Marketing Management;
  - Reichheld, "The One Number You Need to Grow", Harvard Business Review, December 2003.

(the readings are available at <http://lwp.unibocconi.it/> or in the library's databases)

## Description of Assessment Methods

### Attending students

- Business game participation, performances, and final presentation (30%)
- Written exam (in class, no open books) (70%)

### Non - Attending students

- Written exam (in class, no open books) (100%)

<b>Date</b>	<b>Lesson/ Exercise</b>	<b>Topic</b>	<b>Teacher</b>	<b>Reference</b>
Sept. 17	L	Introduction: competitive wars and competitive cycles	Arbore	Handouts
Sept. 18	L	Markstrat: introduction to the business game	Arbore	Handouts
Sept. 24	L	Marketing strategies, metrics and profitability	Arbore	Best, Chapter 2
Sept. 25	L	Analyzing market potentials	Arbore	Best, Chapter 3
Oct. 01	L	The Viagra Case	Arbore	Viagra Case, Insead
Oct. 08	L	Designing effective innovation strategies	Hinterhuber	Ulwick, Turn Customer Input into Innovation, Harvard Business Review, January 2002
Oct. 09	L	Case Study Global Wine Wars	Hinterhuber	Global Wine Wars: New World Challenges Old (A), HBS Case nr. 9-303-056, July 2003
Oct. 15	L	Incumbents, insurgents and the peripheral vision	Arbore	Kampas & Rafii, "How to Identify Your Enemies Before They Destroy You, HBR, Nov. 2002; Day & Schoemaker, "Scanning the Periphery," HBR, Nov. 2005;
Oct. 22	L	Strategic segmentation	Arbore	Best, Chapter 4 & 5
Oct. 23	L	Strategic positioning	Arbore	Best, Chapter 7
Nov. 12	L	The Alfa Co. Case	Arbore	Alfa Co, Part I and II, Sda Bocconi
Nov. 19	L	Strategic Pricing	Hinterhuber	Hinterhuber, "Towards value based pricing" Industrial Marketing Management
Nov. 20	L	The Eastman Kodak Case	Hinterhuber	Eastman Kodak Company: Funtime Film, HBS case nr. 9-594-111, 1995
Nov. 26	L	Offensive Strategies	Arbore	Best, Chapter 12
Dec. 03	L	Defensive Strategies	Arbore	Best, Chapter 13
Dec. 10	L	Strategic Marketing Implementation	Hinterhuber	Case: Acer America: Development of the Aspire, Harvard Business School Case, 9-399-011, April 2001
Dec. 11	L	Marketing effectiveness and the Net Promoter Score	Hinterhuber	Reichheld, The One Number You Need to Grow, Harvard Business Review, December 2003

Dec. 18	L	Markstrat: teacher presentation and wrap up	Arbore	Handouts
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## BUSINESS GAME MARKSTRAT

### Class 22.1 (also known as class 22 group 53)

#### ROOM INFOU01

<i>Date and time</i>	<i>Lesson/ Exercise</i>	<i>Topic</i>	<i>Teacher</i>	<i>Reference</i>
Oct. 2 2.30-4.00	E	Round 1	Arbore	Markstrat reports
Oct. 16 2.30-4.00	E	Round 2	Arbore	Markstrat reports
Nov. 13 2.30-4.00	E	Round 3	Arbore	Markstrat reports
Nov. 27 2.30-4.00	E	Round 4	Arbore	Markstrat reports
Dec. 04 2.30-4.00	E	Round 5	Arbore	Markstrat reports
Dec. 17 12.30-2.00	E	In class presentations (10 minutes each Team)	Arbore	Students' presentations

### Class 22.2 (also known as class 22 group 54)

#### ROOM INFON04

<i>Date and time</i>	<i>Lesson/ Exercise</i>	<i>Topic</i>	<i>Teacher</i>	<i>Reference</i>
Oct. 2 10.30-12	E	Round 1	Arbore	Markstrat reports
Oct. 16 10.30-12	E	Round 2	Arbore	Markstrat reports
Nov. 13 10.30-12	E	Round 3	Arbore	Markstrat reports
Nov. 27 10.30-12	E	Round 4	Arbore	Markstrat reports
Dec. 04 10.30-12	E	Round 5	Arbore	Markstrat reports
Dec. 17 2.30-4.00	E	In class presentations (10 minutes each Team)	Arbore	Students' presentations

#### Office hours

Office hours are available at (<http://www.uni-bocconi.it> > [Didattica](#) > [Orari Aule Calendari](#) > [Orario di Ricevimento Docenti](#)).

Office hours could vary: please check on the website.

#### Segreteria Marketing

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