

# Course outline

## “Marketing & Digital Transformation - Marketing Basics“

### 1. Introduction to Marketing

- 1.1. Why does marketing matter?
- 1.2. What is a market?
- 1.3. Definition

### 2. Marketingplan

- 2.1. Setting up a marketing plan
- 2.2. Your Case Study

### 3. Situational Analysis

- 3.1. Define your market
- 3.2. Macro Analysis
- 3.3. Micro Analysis
- 3.4. Company Analysis
- 3.5. SWOT Analysis

### 4. Market Research

- 4.1. Definition
  - 4.1.1. Primary Research
  - 4.1.2. Desk Research
- 4.2. How to set up a marketing research study
- 4.3. Descriptive vs. inferencestatistical analysis

### 5. Marketing Objectives

- 5.1. Company marketing objectives
- 5.2. Marketing objectives

### 6. Marketing Strategy

- 6.1. Strategies of market choice
  - 6.1.1. Market-product combination
  - 6.1.2. Market area
  - 6.1.3. Market segment
- 6.2. Strategies regarding market participants
  - 6.2.1. Customer focused
  - 6.2.2. Intermediary focused
  - 6.2.3. Competitor focused
  - 6.2.4. Stakeholder focused

## **7. Marketing Mix**

7.1. The 4 P's

7.2. Marketing budget and the yearly marketing plan

## **8. Product**

8.1. Why does the product matter?

8.2. Definition

8.3. Product classifications

8.4. Product management

8.4.1. Product Innovation

8.4.2. Product Configuration

8.4.3. Product Mix

8.4.4. Brand Management

## **9. Price**

9.1. Why does the price matter?

9.2. Definition

9.3. Online price differentiation

9.4. Determination of the optimal offer price

9.5. Price elasticity

9.6. Price differentiation

## **10. Place**

10.1. Why does the place matter?

10.2. Definition

10.3. Objectives of distribution policy

10.4. Manufacturers vs. Retailers

10.5. Sales channels

## **11. Promotion**

11.1. Why does promotion matter?

11.2. Definition

11.3. Communication tools

11.4. Paid, owned, earned media

11.5. Campaign planning & briefing in digital marketing

11.5.1. Determine title & overall campaign period

11.5.2. Record campaign goals & intended target group

11.5.3. Set design rules / CD

11.5.4. Define campaign budget

11.5.5. Rough planning

11.5.6. Detailed planning