

Marketing Management

Lecturer : Dr. Leul Girma



**European Institute of Innovation,
Entrepreneurship and Technology
Lessingstraße 79,
13158 Berlin, Germany
Email: info@eiiet.com**

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Course & Class Information

Course: Business Strategy

Program: Master's in Business Administration (MBA)

Credits: 6 ECTS

Mode: Onsite / Blended

Class 1: Digital-First Marketing Management

Instructor: Dr. Leul Girma

Main Teaching & Learning Materials

Core textbooks

- Instructor lecture slides and notes
- Case studies and real-world examples
- Academic articles and selected readings



Objective and Learning Outcomes

Objective:

To introduce the core concepts of digital-first marketing management, the transformation of the traditional marketing mix, and the role of digital strategy in achieving competitive advantage.

By the end of this class, YOU will be able to:

- Define digital-first marketing and distinguish it from traditional approaches
- Explain how digital technologies transform the marketing mix
- Analyze the shift from linear funnels to agile, customer-centric models
- Describe the administrative implications of managing digital marketing functions
- Identify key marketing technology (MarTech) components and their strategic role

Value Creation in Marketing

Value creation in marketing refers to the process of delivering **superior benefits** to customers through the alignment of **products, services, and experiences**, enabling firms to achieve **competitive advantage** and long-term **profitability** (Kotler & Keller, 2016).

Key characteristics:

- Focus on delivering **superior customer value**
- Integration of **product, service, and experience**
- Balances **customer benefits** and **costs**
- Drives **competitive advantage** in the market
- Supports **long-term profitability** and growth



Strategic Marketing Orientation

Strategic marketing orientation refers to an organization's commitment to aligning its **marketing activities** with **customer needs**, **market dynamics**, and **long-term business objectives** to achieve sustainable **competitive advantage** (Narver & Slater, 1990).

Key characteristics:

- Focus on **customer orientation** and value delivery
- Emphasis on **competitor awareness** and market intelligence
- Integration with **organizational strategy**
- Supports **long-term decision-making**
- Drives **sustainable competitive advantage**



Customer Value Frameworks

Customer value frameworks provide structured approaches to assess how **customers perceive value** through the balance of **benefits** and **costs**, guiding firms in designing effective **value propositions** (Kotler & Keller, 2016).

Key characteristics:

- Focus on **perceived value** from the customer perspective
- Evaluate trade-offs between **benefits** and **costs**
- Support development of **value propositions**
- Enable **differentiation** in competitive markets
- Drive **customer satisfaction** and **loyalty**

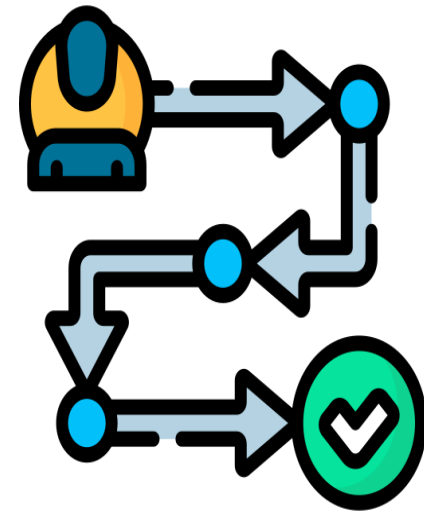


Customer Journey Analysis

The **customer journey** represents the sequence of **interactions** and **touchpoints** a customer experiences across stages from **awareness** to **post-purchase**, influencing overall **perception** and **decision-making** (Lemon & Verhoef, 2016).

Key characteristics:

- Covers **pre-purchase**, **purchase**, and **post-purchase** stages
- Involves multiple **touchpoints** across channels
- Focuses on **customer experience** rather than single transactions
- Requires **data integration** across interactions
- Enables **optimization** of engagement and conversion



Market Segmentation Strategies

Market segmentation involves dividing a heterogeneous market into **distinct customer groups** based on **shared characteristics**, enabling firms to design more **targeted** and **effective marketing strategies** (Kotler & Keller, 2016).

Key characteristics:



- **Demographic, geographic, psychographic, behavioral**
- Identifies **homogeneous groups** with similar needs
- Improves **targeting precision** and relevance
- Supports **efficient resource allocation**
- Strengthens **competitive positioning**

Targeting and Market Selection

Targeting involves evaluating and selecting the most **attractive market segments** based on their **size**, **growth potential**, and **strategic fit**, enabling firms to allocate resources effectively and maximize **market impact** (Kotler & Keller, 2016).

Key characteristics:

- Evaluation based on **market attractiveness** and **competitive intensity**
- Alignment with **organizational capabilities** and goals
- Selection of **one or multiple segments**
- Enables **focused marketing efforts**
- Enhances **efficiency** and **return on investment**



Positioning and Differentiation

Positioning refers to designing a **distinct image** and **value proposition** in the minds of target customers, while **differentiation** involves creating meaningful **differences** in offerings to achieve **competitive advantage** (Porter, 1985).

Key characteristics:

- Focus on creating a **unique market position**
- Differentiation based on **product, service, or brand attributes**
- Shapes **customer perception** and decision-making
- Communicated through **consistent messaging**
- Supports **sustainable competitive advantage**



Market and Competitive Analysis

Market and competitive analysis involves evaluating the **external environment, industry structure, and competitor strategies** to identify **opportunities, threats, and sources of competitive advantage** (Porter, 2008).

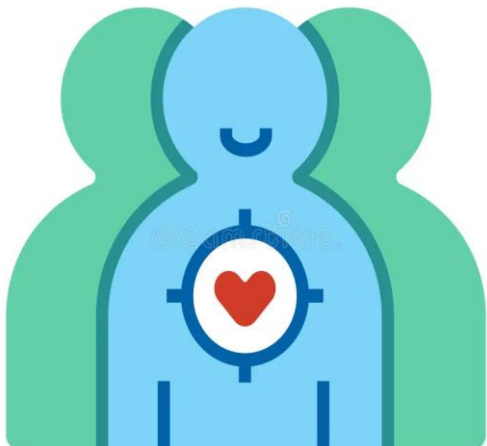
Key characteristics:

- Analysis of **industry forces** and competitive intensity
- Use of frameworks such as **SWOT, PESTEL, and Five Forces**
- Identification of **market trends** and dynamics
- Assessment of **competitor strengths and weaknesses**
- Supports **strategic decision-making**



Consumer Behavior Insights

Consumer behavior examines how individuals and groups make **purchase decisions** based on **psychological, social, and cultural factors**, providing insights for more effective **marketing strategies** (Kotler & Keller, 2016).



Key characteristics:

- Influenced by **motivation, perception, and attitudes**
- Shaped by **social and cultural environments**
- Involves a **decision-making process**
- Enables **better targeting** and personalization
- Supports development of **customer-centric strategies**

Demand and Opportunity Analysis

Demand and opportunity analysis involves assessing **market demand**, **customer needs**, and **emerging trends** to identify attractive **growth opportunities** and guide strategic **market entry decisions** (Kotler & Keller, 2016).

Key characteristics:

- Estimation of **current** and **future demand**
- Identification of **unmet needs** and gaps in the market
- Analysis of **market trends** and growth potential
- Evaluation of **market attractiveness**
- Supports **strategic opportunity selection**



Strategic Marketing Mix

The **marketing mix** represents the coordinated use of **product, price, place, and promotion** to deliver **customer value** and achieve **strategic objectives** in target markets (Kotler & Keller, 2016).

Key characteristics:

- Integration of **4Ps** for value delivery
- Alignment with **target market needs**
- Supports **positioning** and differentiation
- Requires **consistency** across decisions
- Drives **market performance** and results



Product Strategy and Innovation

Product strategy focuses on designing and managing offerings to deliver **customer value**, while **innovation** drives the development of new or improved products to sustain **competitive advantage** and market relevance (Kotler & Keller, 2016)

Key characteristics:

- Focus on **value proposition** and product-market fit
- Management of **product life cycle** stages
- Emphasis on **innovation** and differentiation
- Alignment with **customer needs** and trends
- Supports **long-term growth** and competitiveness



Pricing Strategy Models

Pricing strategy involves setting prices based on **value**, **cost**, and **market conditions** to capture customer willingness to pay and achieve **profitability objectives** (Kotler & Keller, 2016).

Key characteristics:



- **Cost-based, value-based, and competition-based** pricing
- Reflects **customer perceived value**
- Adapts to **market demand** and elasticity
- Supports **positioning** and brand perception
- Enables **revenue optimization**

Place Distribution Strategy Design

Distribution strategy involves designing and managing **channels** to deliver products and services efficiently to target customers, ensuring **availability**, **accessibility**, and **customer satisfaction** (Kotler & Keller, 2016).

Key characteristics:

- Selection of **direct** and **indirect channels**
- Focus on **channel efficiency** and coverage
- Integration of **online** and **offline channels**
- Management of **logistics** and intermediaries
- Supports **customer convenience** and market reach



Integrated Promotion Strategy

Integrated promotion strategy involves coordinating multiple **communication tools** to deliver a **consistent message** and maximize **customer engagement** across channels (Kotler & Keller, 2016).

Key characteristics:

- Integration of **advertising, sales promotion, PR, and digital marketing**
- Ensures **message consistency** across channels
- Focus on **target audience engagement**
- Combines **online and offline communication**
- Enhances **brand awareness** and impact



Key Takeaways

- Create and Deliver superior customer value
- Emphasize customer orientation
- Use demographic, psychographic, behavioral
- Evaluate segment attractiveness
- Create unique market position
- Estimate market demand

Further reading

Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson.

Porter, M. E. (1985). *Competitive Advantage: Creating and Sustaining Superior Performance*. Free Press.

Porter, M. E. (2008). *The Five Competitive Forces That Shape Strategy*. Harvard Business Review.

Narver, J. C., & Slater, S. F. (1990). The effect of a market orientation on business profitability. *Journal of Marketing*.

Lemon, K. N., & Verhoef, P. C. (2016). Understanding customer experience throughout the customer journey. *Journal of Marketing*.

Thank you



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