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## Customer-based marketing strategy

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### Course aims and intended learning outcomes

In recent times, companies are experiencing an increased level of complexity in managing their markets, due to different causes: globalization, digitalization, technological development and new forms of social interaction. In the new competitive context, customer-based marketing strategies aimed at capturing customer value expectations and generating and delivering expected value to customers have assumed a primary role for the company's long-term successful market positioning. This course builds up on basic marketing concepts and provides students with recent and updated developments on customer based marketing strategies with particular attention to business market contexts.

At the end of the course, students:

- will have understood what it actually means to develop and implement a customer-centric market strategy in business markets;
- will have acquired the analytical and conceptual tools to carry out an analysis of business markets and of business buyer behavior;
- will have acquired the useful knowledge and capabilities to implement segmentation and positioning strategies in business markets taking into accounts what's occurring in final consumer markets;
- will have learned to develop customer-centric value propositions;
- will have experienced the ability to communicate and argue the proposal for a market strategy.

### Course content

PART I: *Fundamentals of Business-to-Business Marketing.*

1. B2B Markets and Marketing.
2. Buyer Behavior.
3. Inter-Firm Relationships and Networks

PART II: *Business-to-Business Marketing Analysis and Strategies.*

4. Responsible B2B Strategy.
5. Researching B2B Markets.
6. Business Market Segmentation.

PART III: *Communicating and Interacting with Customers.*

7. Market Communication.
8. Relationship Communication.
9. Relationship Portfolios and Key Account Management

PART IV: *Managing Marketing Processes.*

10. Managing Product Offering.
11. Routes to Markets.
12. Price Setting in B2B Markets.

### Reading list

R. BRENNAN-L. CANNING-R. MCDOWELL, *Business-to-Business Marketing*, Fourth Edition, Sage Publications, London, 2017.

Slides and additional readings communicated by the professors at the beginning of the course and uploaded on blackboard.



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## Teaching method

Interactive lessons will be integrated with the discussion of research articles, business cases and seminars.

## Assessment method and criteria

All Students: Written exam. The exam consists of: Open questions, finalized to understand if the student has absorbed the conceptual and methodological tools and is able to develop complex lines of reasoning interconnecting the different concepts and developing management suggestions; Specific questions, finalized to understand the level of study depth;

Examples and applications, finalized to understand if the student is able to apply the concepts by using real world examples. There are no oral tests of any kind, without exceptions. Attendant students can develop a team project to improve the final grade.

## Notes and prerequisites

Knowledge and review of a textbook on Principles of Marketing is requested.  
Attendance is strongly recommended.