NYU Stern
Graduate School of Business
Advanced Marketing Planning Strategy

Summer 2013: Sat. 9-6
Office: 803 Tisch
Office Hours: Before & After Class
By appointment

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Course Description
Approximately 95 percent of a brand manager’s responsibilities involve the development, execution, evaluation, and refinement of marketing plans. In this tremendously practical, semester-long course, developed based on best practices at top marketing companies, students are guided through the entire marketing plan process. Teams then apply the learning to create comprehensive plans for existing or new brands at the company & in the industry of their choice, or for their own entrepreneurial venture.

The course covers marketing plan pre-work, with student generated marketing research and competitive marketing strategy & tactics observation. The ins and outs of brand positioning, marketing plan budget setting, pricing strategy, volume forecasting, and success measurement/ROI metrics are included. The student teams will develop media plans and advertising creative, as well as consumer promotion, trade promotion, direct marketing, digital marketing & viral/buzz marketing ideas & plans. The relationship of the annual Marketing Plan to the longer-term Strategic Planning Process is reviewed.

The course culminates with team marketing plan presentations to the class and (in many cases) to the corporate project sponsors. A written plan will be submitted that utilizes a format similar to what's typically used at large companies. Strategic, analytical, and creative skills are utilized in developing the plans.

Classes will consist of lectures, several relevant case discussions, guest speakers from the brand management, advertising, promotion, digital marketing and marketing metrics fields, and two separate team presentations to the class that will enable students to learn from each other about marketing across different industries and in different countries.

The course will help students in the interviewing process and with summer internships: making them totally conversant in the “language” of marketing plans, giving them an opportunity to develop in-depth insights in industries they may wish to work in, and enabling them to say they have done a complete marketing plan, with precise knowledge of what that entails. It’s a good choice for anyone interested in Brand Management, Advertising Account Management, Consulting for products, services, or non-profit organizations, and students starting their own entrepreneurial ventures.

Course Material
Extremely detailed class notes will be handed out each session that will serve as the text. A Marketing Plan checklist, template, comprehensive formats for each plan section, and prior project examples will be provided to clarify the content that’s expected.
**Evaluation**

Competitive tracking & analysis  
15% (team)

Marketing research & lessons learned  
15% (team)

Class participation  
20% (individual)

Marketing Plan presentation  
10% (team)

Marketing Plan document  
40% (team)

The competitive tracking portion will be evaluated based on the breadth of materials collected and the insights derived from them. The marketing research portion will be evaluated based on the quality and thoroughness of the questionnaire and the insights derived from it. Class participation will be based on attendance, questions asked in class, sharing of insights from your own experience, and project feedback sought. The marketing plans will be evaluated based on:

1) Quality of the marketing strategies  
2) Creativity and “out-of-the-box thinking” regarding strategies and tactics  
3) Thoroughness and detail of each plan segment

**SESSION CONTENT**

**Session 1: Saturday July 6th**

- Overview of Marketing Plan Process & how it relates to Strategic Planning  
- Course expectations/deliverables/assignments/structure  
- Marketing Plan idea exchange and team formation  
- Competitive tracking as a background for plan  
- Information sources  
- Industry analyses  
- Competitive tracking  
- Stern Librarian presentation of data sources  
- Trend analysis

**Session 2: Saturday July 13th**

- Marketing research questionnaire development  
- Marketing Strategy  
- Market structures & segmentation  
- Perceptual maps  
- Brand positioning  
- Sources of Volume  
- Consumption chain to identify points of differentiation

**Assignment**

- Finalize teams & project topic  
- Write a 1-paragraph description of your topic. Include team member names & e-mail addresses

**Session 3: Saturday July 20th**

- Product strategy (differentiation, improvement, line extension, etc.)  
- Overview of the entire Marketing Plan document
- Branding/product naming
- Packaging strategies (functionality & communication)
- Pricing strategies
- Marketing & financial objectives
- Budgeting & marketing element allocation

**Assignment Due**
- 1st draft of marketing research questionnaires

**Session 4: Saturday July 27th**
- **Team Presentations: Smartest & Dumbest Competitive Tactics**
  - What were they?
  - Why did they or did they not achieve the brand's marketing objectives?
- **Competitive tracking binders due**
- Competitive marketing spending patterns
- Geography & seasonality
- Integrated Marketing Communications
- Advertising Creative
- Advertising Media
- Public Relations
- Buzz/viral/undercover/stealth Marketing

**Session 5: August 3rd**
- Trade and Intermediary Promotion
- Consumer Promotion
- Event Marketing
- Cause Marketing
- Experiential Marketing
- Direct Marketing
- Digital Marketing

**Session 6: August 10th**
- Marketing Research & Marketing Metrics
- Risks & Hedges
- Marketing Plan Execution
- Guest speaker

**TEAM PRESENTATIONS**

Final Projects Due Monday August 19th