

Foundations of Marketing

“The most important single thing is to focus obsessively on the customer. Our goal is to be earth’s most customer-centric company.” - Jeff Bezos, CEO & President of Amazon.com

The business environment is both demanding and constantly evolving. Marketing activity is the strategic engine that creates value for customers, so that the business can capture and communicate that value innovatively.

This class will serve as your passport to the world of strategic marketing. You will gain an understanding of consumer markets, based on cutting-edge research and insights in human behaviour. Using real-world examples you will learn the essential tools and concepts to understand and develop effective marketing strategy and make sense of complex real-world business situations.

With this class, you will gain a solid foundation of key marketing principles and a value-creation mindset that will enable you to have more effective, evidence-based discussions with your team, apply marketing concepts and prepare and evaluate marketing plans with confidence.

Tools and Concepts Taught in the Course

- Understand the business environment
- Analyse market opportunities for growth and expansion
- Framework for marketing strategy that creates customer value: Develop a value-creation mindset
- Competitive analysis
- Understanding the Customer Journey and Customer decision making
- Building a Brand to create value
- Segmentation and Target selection
- Product Positioning
- Keys to Managing a Brand – Product, Price, Place, Promotion
- Co-creating and Communicating value

About your Professor: Dr. Vanessa Patrick is a Bauer Professor of Marketing and the Associate Dean for Research. She is an award-winning researcher and teacher and an expert in consumer psychology and brand management issues. Her research has been published in top-tier academic journals in psychology, marketing, and management, and popular accounts of her work have appeared in the *New York Times*, *Wall Street Journal*, NPR, *Los Angeles Times*, *Business Week*, *Fast Company*, *Forbes*, *Huffington Post*, and *Washington Post*. She has a PhD in business from the University of Southern California, Los Angeles, and an MBA in marketing and a BS degree in microbiology and biochemistry from Bombay University in India.



Watch a video to get a sneak peak of Dr. Patrick in conversation with Engineering Professor Dr. Richard Willson on her favorite topic – Marketing!

https://www.youtube.com/watch?v=v7gw5DgEz_g