

Course Title	Marketing and Branding Strategy Essentials
Course Length	6 Weeks
Target Audience	Entry Level Executives
Prerequisites (if any)	No set courses but more relevant to current practitioners
Language of Instruction	English + Urdu

Course Description
<p>This course aims to equip Business Manager/Owners with a strong, holistic understanding of the different aspects of Marketing and how they can be leverages to drive your business/brand forward. The course would be a good mix of scholarship from the leading Marketing authorities across the world and practical learnings from spending 16+ years in the FMCG (Fast Moving Consumer Goods) Sector.</p>

Course Learning Outcomes	
	By the end of this course, the students should be able to:
LO1:	Understand and Appreciate Marketing as a Holistic Discipline covering the 4P's of Marketing
LO2:	Understanding of the Fundamentals of Landscape Assessment as the starting point of formulating a Winning Strategy
LO3:	Understand the Importance of Targeting the right consumer segment with the Right Positioning and Messaging
LO4:	Understanding the Fundamentals of Pricing based on the Consumer Needs and Willingness to Pay for the Product
LO5:	How to Engage the Shopper in the Store and close the deal with the Shoppers
LO6:	How to develop memorable communication that motivates Logically and Emotionally to try your product
Assessments/Graded Components	

Class Participation (50%) and Group Case Presentation (50%)

Course Summary

Lecture	Module Name	Key Concepts/Topics Covered	Assessments
1	<u>Understanding the Context & Landscape</u>	Market Size, Market Share, Trial, Consumer Funnel, Penetration/Distribution, In-store Presence, Basket Incidence, PITA, Share of Communication/Share of Voice	
2	<u>Understanding the Target Market (Consumer)</u> <u>Consumer/Customer Segmentation</u>	Consumer Understanding Techniques How do we segment the Consumer and Market (Stores) to better target the right segments where we have higher rights to win?	
3	<u>Art of Choice (Targeting)</u> <u>Positioning – What does your Brand/Product/Service stand for?</u>	Segment check based on Rights to Win, Sizeable, Need based What does your brand stand for? How is your brand differentiated? Differentiation vs. Distinction and the merit for both	
4	<u>Winning Product</u>	How well does your consumer deliver on consumer needs	
5,6,7	<u>Pricing to Win in the Market (not just on</u>	Pricing to meet the Consumer Needs Affordable Pricing and Approachable Pricing (Sachet Model) Price Architecture	

	<u>volume but on value as well)</u>		
8,9,10	<u>Winning in the Store</u>	Stop Hold and Close at In-store Visibility inside the Store and the Tools that drive it Impulse Purchases and Complementarity	
11,12	<u>Winning with Communication</u>	4F's of Successful Communication Drama in Communication Media Mix	

Supplementary Reading Material

- How Brand's Grow 1 & 2
- Marketing Week Articles by Dr. Mark Ritson
- Playing to Win by Dr. Roger L Martin and Playing to Win blog on Medium.com
- Competing Against Luck by Dr. Clayton Christensen
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