

Course form to fill in (2020-2021)

Course title:

Developing Strategic Customer Value Propositions

Staff responsible for the course:

Farah Arkadan

Lecturers:

First Name + Name
Farah Arkadan

1) COURSE PRESENTATION

Aims:

Draw up a list of competencies and/or skills that the student should have acquired or improved at the end of the course.

You must fill in the field under the format “the student should be able to...” using action verbs such as define, realise, control... *(This description should not take more than ten lines)*

At the end of the course, the student should be able to:

- Identify, understand, and apply strategic marketing concepts to solving marketing challenges.
- Understand and apply a series of strategic marketing tools and techniques
- Demonstrate an understanding of customer value-in-use
- Analyze an existing brand and its environment
- Develop and present a sound strategy that targets a new customer and proposes a new value proposition for them

Prerequisites:

You must not write courses' codes or names but identify the preliminary skills as the knowledge or the know-how needed to efficiently follow this course.

Write it out in terms of knowledge and methodologies required to follow this course (this would help students from direct entry to position themselves). *(This description should not take more than five lines)*

There are no prerequisites for this course but a basic understanding of marketing concepts would be useful.

Course contents:

Here, an abstract of the course can be given or the different chapters of the course can be simply written down.

(The description should not take more than ten lines)

In highly competitive markets, companies must continue to find sources of sustainable growth in order to survive.

In this course, students will learn a crucial competence for marketers: marketing strategy. In simple terms, this means analyzing how the market divides into segments, which of these segments are key targets for the company and devising a successful customer value proposition that resonates with that target customer and achieves company objectives.

In order to apply key concepts learned in class, students will have the opportunity to visit and analyze an existing French brand and, by applying a series of strategic marketing tools, develop a strategy that targets a new target customer and proposes a new value proposition for them.

2) WORKING LOAD

Here, you should allocate the effective working load of the course, including an estimation of the personal work required from the student.

TABLE 1

Course's types	Number of hours	Notes
<u>Effective presence</u>		
- Magistral Course	8	
- Interactive Course	8	
- Tutorials		
- Coaching		
- PBL Course		
<u>Training from a distance</u>		
- Video-conferences		
- Webinars		
<u>Self-learning</u>		
- Books 'readings	1	
- E-learning		
- Research	3	
<u>Outdoors-training</u>		
- In firms		
- Internship		
<u>Personal work</u>		
- Group Projects	6	
- Individual Projects		
- Personal work		
Total working time for the student	26	

3) EDUCATIONAL METHODS

Tick here the different educational methods used:

- Coaching
- Case Study
- E-Learning and/or Self-learning
- Interactive courses
- Presentations
- Projects
- Research
- Seminars
- Tutorials
- Visits

4) ASSESSMENT

Sum up briefly the course assessment's mechanism (two or three lines) in order to introduce the assessment's table that you have to complete below (table n°2).

You must also define clearly how feedback will be given to students (in accordance with the feedback policy).

Assessment is through participation in a number of group in-class exercises, a field trip, and a final project presentation. Project quality will be evaluated in terms of completion, understanding of key concepts, depth of thinking, and overall creativity.

List the assessment for each modality.

TABLE 2

Modality	Type of control	Length (h)	Number	Weighting (%)
<u>Continuous assessment</u>	Continuous assessment			
	Mid-term exam			
	Participation			10
	Oral presentation			
	MCQ			
<u>Final exam</u>	Oral final exam			
	Written final exam			
<u>Others</u>	Case study			
	Group Project		1	40
	Individual Project			
	Written assignment			
	Exercises	5	5	50
Total				100%

5) RECOMMENDED READING

Name of books (*indicate only three or four must-read references*) / Name of reviews:

Reference book (appellation reserved for books selected by the School and necessarily bought by all the students):

Class books :
McDonald, M., & Wilson, H. (2016). Marketing Plans: How to prepare them, how to profit from them. John Wiley & Sons.

Reviews :

Internet Resources:

Please indicate here if you use the school intranet site to put on-line documents and/or if you advise the visit of web sites to students.

Name of the Website	URL