

Humboldt University Berlin

Institute of Marketing

Prof. Dr. Daniel Klapper

Marketing Management

Syllabus SoSe 2025

Course Dates:

Lectures and Exercises in presence plus digital tutorials,

Lecture and exercises, Tuesday, 16:15 – 17:45, SPA 220

Lecture and exercises, Wednesday, 12:15 – 13:45, SPA 220

Course Description and Objectives:

The objective of the course will be to show you the benefits of using a systematic and analytical approach to marketing decision-making. An analytical approach will enable you to:

- Understand how the “first principles” of marketing strategy helps firms organize the analytics opportunity and challenge in today’s data era, and
- Use and execute data analytic techniques, and case studies to understand how to solve marketing analytics problems in a scientific and process-driven manner.

Most analytic challenges that marketing researchers, consultants, and managers face, could be integrated under one umbrella that comprises four fundamental marketing problems:

- All customer are different
- All customer change
- All competitors react
- All resources are limited

The course will then emphasize how the “first principles” of marketing strategy help solve the four fundamental marketing problems, and help students develop analytic competencies pertaining to each of the four first principles. Students will learn how to measure customer preferences, recognize different ways to segment markets, identify attractive customers to target, determine the best positioning of your brand, and develop new products that add value. Overall, by completing this course, students will be on your way to making the ROI case for marketing expenditures that companies are increasingly asking of their executives.

Prerequisites and Registration:

This course is part of the compulsory modul “General Management” and of the specialization modul “Marketing”. No prerequisites apply and no registration is necessary.

Course Web Page:

Course material will be made available in the Moodle system of the HU-Berlin.

Course Reference Materials:

Literature:

Palmatier, R.W. and S. Sridhar (2021), Marketing Strategy: Based on First Principles and Data Analytics, Bloomsbury Academics, Second edition.

Palmatier, R.W., Petersen, J.A. and F. Germann (2022), Marketing Analytics: Based on First Principles, Bloomsbury Academics.

Course Grading:

Your grade in the course will base on a written exam of 90 minutes. The exercise sessions will show how to estimate relevant models with data and R. You do not need to know R for the exam. The content of the exam will predominately base on the lecture sessions, see list below.

Course Plan:

CW	Date	L/E	Slides	Content and Readings
16	Apr 15	L	1-18	Course Logistics and Introduction to the Course Chapter 1: Marketing Strategy based on First Principles and Data Analytics
16	Apr 16	E		Introduction to R (self-instructed)
17	Apr 22	L	19-57	Chapter 2: Managing Customer Heterogeneity
17	April 23	E		Exercise on Cluster Analysis Smartwatch Segmentation Case, Chestnut Ridge, Marketing Analytics, p. 65-77, Dentmax
18	Apr 29	L	58-92	Chapter 2: Managing Customer Heterogeneity (Targeting, Positioning, Framework for Managing Customer Heterogeneity)
18	Apr 30	E		Exercise on Discriminant Analysis and Mapping Chestnut Ridge, Marketing Analytics, p. 87-98 Mapping: Eurodistances, Choco bars, TV Stations, City Trips
19	May 06	L	93-109 140-163	Chapter 3: Managing Customer Dynamics
19	May 07	E	110-139	RFM Modeling: Marketing Analytics, p. 152-167 Logistic Regression: Marketing Analytics, p. 176-188
20	May 13	L/E	110-163	Chapter 3: Managing Customer Dynamics, Chestnut Ridge, Marketing Analytics, p. 200-209
20	May 14			Dies academicus
21	May 20	L	164-210	Chapter 4: Managing Sustainable Competitive Advantage
21	May 21	E		Self Instructed: Carvana Case Study
22	May 27	GL		Guest Lecture: Simon-Kucher & Partners Strategy & Marketing Consultants GmbH „Monetizing Innovations“
22	May 28	L	211-242	Chapter 5: Managing Brand-based Sustainable Competitive Advantage
23	Jun 03			Dies academicus

23	Jun 04	L	243-266	Chapter 6: Managing Offering-based Sustainable Competitive Advantage, Ratings-Based Conjoint Analysis
24	Jun 10	GL		Guest Lecture: SKIM “Working in the market research industry: Delivering our clients the insights they need”
24	Jun 11	L	267-293	Chapter 6: Managing Offering-based Sustainable Competitive Advantage: Ratings-Based Conjoint Analysis
25	Jun 17	L	294-317	Chapter 6: Managing Offering-based Sustainable Competitive Advantage: Choice-Based Conjoint Analysis
25	Jun 18	E		Ratings-Based Conjoint Analysis and Choice-Based Conjoint Analysis
26	Jun 24	L	318-359	Chapter 6: Managing Offering-based Sustainable Competitive Advantage: Diffusion Models
26	Jun 25	E		Diffusion Models: Bass-Model
27	Jul 01	L	360-387	Chapter 7: Managing Resource Trade-Offs: Using Marketing Mix
27	Jul 02	L	388-431	Chapter 7: Managing Resource Trade-Offs: Using Marketing Mix
27	Jul 04	GL		2025 Global Summit of Women, Restoring Value in the Digital Age: Youth Forum JW Marriott, 16:15 - 17:45
28	Jul 08	L	432-467	Chapter 7: Managing Resource Trade-Offs Experiments, Metrics, Propensity Score
28	Jul 09	E		Marketing Mix Models, Experiments, Metrics, Propensity Score, BRT Case Study
29	Jul 15			No class
29	Jul 16			Course Wrap Up, Q&A

CW = Calendar week

L = Lecture

E = Exercise

GL = Guest Lecture