

Solving a b-corp challenge I: How to build a brand with purpose

UGRA_014928

Departments	Department of Marketing
Teaching Languages	English
ECTS	8
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Course Goals

The course is divided into 4 modules.

Module 1: Introduction & Recap and The (new) universe of the CMO

Module 2: From strategy to execution: Delivering value.

Module 3: When Marketing Meets Finance

Module 4: Project-based learning – Markstrat

After the 4 modules, students will have learned:

- Understanding younger generations, the prevailing social values, and the most relevant consumer trends.
- Developing organizational awareness that aligns the company with the core of the brand's value proposition.
- Mastering various marketing tools to enable the successful execution of marketing strategies.
- Tracking marketing actions using key performance indicators (KPIs).
- Measuring the economic and social impact of marketing decisions through the metrics of the triple bottom line approach.

Additionally, students will learn about the B-corp movement and reflect on the role of marketing in providing economic and social value to customers and society at large. Through the analysis of market information and decision-making in Markstrat, competing in a simulated market environment, participants will internalize marketing concepts, including:

- Setting future objectives related to market share, revenue, and profit growth.
- Designing a strategic marketing plan in a highly competitive environment, with evaluation based primarily on the achievement of objectives.
- Organizing analytical resources, including team members and market research data.
- Executing a portfolio of marketing actions within Markstrat's simulated reality.

Previous knowledge

This course adds marketing knowledge to the strategic marketing component learned in "Prototyping an Impact Business Model" from the first year.

Prerequisites

There are no prior knowledge prerequisites required to start this course.

Teaching methodology

The course will use a project-based approach, whereby students will receive the relevant concepts, tools and metrics they need to achieve the corresponding learning goals of the course. In this case, the team project will consist of Markstrat simulator. Students active involvement throughout it will be absolutely crucial to your achievement of the learning objectives.

To achieve the learning goals successfully, the course is built upon the following methodological means:

Lectures and Guest speakers: Students will be able to meet academics and professionals who have already experience the pros and cons of building a brand with purpose.

Business Case Discussions : Students will learn how to execute a marketing plan without losing coherence and consistency with the strategy. To do so, they will discover the different tools that allow marketers to deliver value to their target. Furthermore, participants will learn the appropriate metrics to track marketing actions, and the relevant KPIS to measure the economic and social impact of these actions. The different sessions of this block will involve a combination of mini-lectures, in-class exercises, case discussions, best practices, real cases, presentations by executives..etc.

Markstrat Simulator Team project: Markstrat Simulator is a strategic marketing simulator that offers participants a platform for testing theories and implementing marketing decisions. Used in this program in conjunction with different methodologies, Markstrat is an extraordinarily effective tool for the consolidation of strategic concepts such as brand portfolio strategy, segmentation, and positioning strategies, as well as the implementation of operational marketing. All this by replicating two key elements of the professional reality: competition between teams to achieve the best possible result, and teamwork to maximize effectiveness and efficiency in decision making.

Description

Course contribution to program

This course builds on the marketing knowledge acquired in the first year. In addition to helping students understand marketing, it also equips them to "do" marketing by learning from various guest speakers and making decisions using the simulator. In this decision-making process, students will need to reflect on marketing dilemmas, requiring critical thinking and teamwork—two soft skills that begin to be developed in the first year through humanities courses

Short description

Today, chief marketing officers (CMOs) face several challenges. New generations are entering the market arena demanding transparency and engagement; new technological advances are impacting products, services and processes and transforming traditional marketing approaches. In addition, the growing number of companies entering a crowded competitive field for market share has forced many organizations to transform their brands and revamp their marketing plans.

Taken together, and also impacted by the pandemic, they have created a new universe for the CMO that requires him or her to learn to:

1. **Seek solutions that help their brands stay relevant** and aligned with the needs, preferences, expectations and purposes of today's customers.
2. Know and **successfully use the tactical marketing tools that help the CMO deliver value**, consistent with their marketing strategy.
3. **Measure the impact of their decisions from an economic, social and environmental point of view.**

IMPORTANT: To pass the course, a minimum score of 5 is required on the individual exam. If this score is not achieved, the course will be considered failed.

For the retake, the weightings of the different evaluation components will be different from those in the first attempt. The syllabus of the course describes this information in detail.

Bibliography

, eCampus web (Website)

Content

#	Topic
1	The (New) Universe of the CMO
2	From Strategy to Execution
3	When Marketing meets Finance
4	Markstrat Simulator

Assessment

Tool	Assessment tool	Category	Weight %
Attendance and punctuality	Positive Contribution and Participation	Ordinary round	10.00%
Group project	Simulator- Markstrat	Ordinary round	35.00%
Written and/or oral exams	Individual Exam	Retake and ordinary round	40.00%
In-class analysis and discussion of issues	Marketing Discussions	Ordinary round	15.00%

PROGRAMS

BITLASI22-Bachelor in Transformational Leadership and Social Impact (Undergraduates: Business)
BITLASI22 Year 2 (Basic)