

## OIBUSX27 – Marketing Culture

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**Professor:** Germain BOUCHARA

**Contact information:**

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**Department:** International affairs

**Semester:** 1

**Course level:** L3 Undergraduate

**Domain:** Business

**Teaching language:** English

**Number of in-class hours:** 33

**Number of course sessions:** 10 + Exam

**ECTS:** 6

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### Course description and objectives

Better-performing companies have understood that all members of an organization must be marketing oriented. Marketing is not only a specialized function or discipline. It is also a culture, a "philosophy" that must be shared by the entire organization starting with the importance of customer centricity and value. Indeed, through a presentation of major concepts, frameworks and methods currently used in marketing, you will be able to appreciate the importance of becoming a customer-centric orientation and use the concept of value in a more effective way and recognize the presence of value gaps. Marketing is the set of activities that aim at creating value for a set of targeted customers, giving them access to this value, and capture value back to the company. This course is about enabling you to analyze a business situation from a marketing perspective, develop a marketing strategy with concrete tools. We will see why Marketing is a culture that must be shared by the entire organization. The truth is that the set of marketing concepts and tools is not particularly difficult to understand. What is more complex, however, is to master them enough to be able to apply these concepts and tools in very different circumstances. This is precisely the key objective of this course focusing on 2 topics: Customer Centricity and Value Proposition.

### Prerequisites

There are no prerequisites to attend this course

### Learning outcomes

Through a presentation of some key concepts, frameworks and methods currently used in marketing, you will be able to:

- Appreciate the importance of becoming a customer-centric marketer.
- Use the concept of VALUE in a more effective way.

### Assignments and grading

50% Final Exam + 50% Several (at least 5) Study Cases presentation in class. Final exam will evaluate this module, administrated on the last session of the course. The exam will consist of a series of 10 open questions. This exam is a closed book one. If you have been an attentive, taken notes and active participant throughout the course, it does not require any special preparation.

The numerical grade distribution will dictate the final grade. The passing grade for a course is 10/20.

**Class participation:** Active class participation – this is what makes classes lively and instructive. Come on time and prepared. Class participation is based on quality of comments, not quantity.

**Exam policy:** In the exam, students will not be allowed to bring any document (except if allowed by the lecturer). Unexcused absences from exams or failure to submit cases will result in zero grades in the calculation of numerical averages. Exams are collected at the end of examination periods.

## Course structure

Session	Topic
1	Ice breaker + introduction + CSR & MARKETING
2	Customer Centricity revisited
3	Customer Centricity revisited (end)
4	Customer Orientation (B2C)
5	Customer Orientation (B2B)
6	Definition of Value Proposition
7	Value Gap + Customer Incentive to Purchase
8	Group Study Case (PERCEIVED VALUE)
9	Group Presentation Study Case (PERCEIVED VALUE)
10	Q&A before final exam
11	<b>Final Exam</b>

## Bibliography

- (1) Day & Moorman (2011): Strategy from the Outside In: Profiting from Customer Value.
- (2) P Doyle and P Stern's books "Marketing Management & Strategy"

## Lecturer's biography

Germain Bouchara is the owner of Lunettes alf, a firm he founded with his brother in 2018, with the purpose of introducing a sustainable accessories brand into the fashion industry. Customer centricity, value proposition & branding management are key success factors to succeed in entrepreneurship. Lunettes alf is distributed in more than 150 opticians and other fashion stores in Europe. Prior to this entrepreneurship journey, Germain Bouchara worked during 20 years in Sales & Marketing positions within international company such as 3M, L'Oréal and SWAROVSKI in France, the USA, Greece, Morocco, and Belgium. He is deeply passionate by sales & marketing management in the way of delivering the right value to the market, following needs and desire of targeted customers. Germain is graduated from ESSEC Group, Panthéon-Sorbonne University and HEC (Executive MBA) with a specialization in Sales & Marketing in the fashion & luxury industry.

## Moodle

This course is on Moodle: **No**

## Academic integrity

Be aware of the rules in Université Paris Dauphine about plagiarism and cheating during exams. All work turned in for this course must be your own work, or that of your own group. Working as part of a group implies that you are an active participant and fully contributed to the output produced by that group