

# Advanced Marketing on Specific Topics: Entrepreneurial Marketing

*Prof. Rosanna Garcia, University of Denver*

*Summer 2018*

## **Objective**

The course objective is to give students the necessary tools and concepts to think strategically and tactically about value creation through new product management. Upon completion of this course students should be able to:

- a) Analyze market opportunities and capture the voice of the customer
- b) Assess customer value for products/services
- c) Create effective product strategies that enhance customer value
- d) Effectively implement product management activities from a sustainability perspective

Department: IWM  
Contact person: Dr. Sonja Gensler  
Language: English  
Credits/ECTS points: 6 CP (ECTS)  
Degree: Master  
Room: Heribert Meffert Bibliothek (Raum 110, Am Stadtgraben 13-15)  
Application: Starting **March 15, 2018 at 10.00 a.m.**

Master students can enroll for the course. The total number of participants is restricted to 25 due to the special structure of the course. No formal application is necessary, the first-come-first-serve rule applies. If you are interested in participating in the course, please write an informal email to [Dr. Sonja Gensler](#) with your full name, your matriculation number, and email address (incomplete applications will not be considered). You will be notified about your admission status before March 22, 2018.

Application PAM: required  
Grading: Concept Test Questionnaire (group work) 10%  
Presentation Concept Test (group work) 40%  
Montreaux Case (individual) 30%  
Class participation and critical reflection (individual) 20%

## REQUIRED READINGS

- Garcia, Rosanna (2014), "Creating and Marketing New Products and Services", Auerbach Publications (HBM M-a871).
- Course Pack will be made available for participants at the beginning of the course

## COURSE SCHEDULE (MIGHT BE SUBJECT TO CHANGES)

Day	Date	Time	Module	Readings
Tuesday	June 19	09:00 - 12:00	New Product Ideation/Discovery	<ul style="list-style-type: none"><li>▪ Garcia (2014): Chapter 1 &amp; 3</li></ul>
Friday	June 22	09:00 - 12:00	Design Thinking	<ul style="list-style-type: none"><li>▪ Brown: Design Thinking</li><li>▪ Liedtka &amp; Ogilive: Designing for Growth (Chapters 2 &amp; 4, skim Chapter 1)</li><li>▪ <a href="http://www.wsj.com/article_email/design-your-way-to-a-happier-life-1473446186-1MyQjAxMTA2NjEwMjAxMzI4Wj">http://www.wsj.com/article_email/design-your-way-to-a-happier-life-1473446186-1MyQjAxMTA2NjEwMjAxMzI4Wj</a></li></ul>
Tuesday	June 26	09:00 - 12:00	Concept Test/Perceptual Maps/Positioning	<ul style="list-style-type: none"><li>▪ Garcia (2014): Chapter 5 &amp; 6</li></ul>
Friday	June 29	09:00 - 12:00	Data Analysis/Pricing/Project Coaching	<ul style="list-style-type: none"><li>▪ Garcia: Chapter 5 (revisit)</li><li>▪ Dolan, When is Price Right?</li></ul> <p><i>Deliverable by 9:00: Concept Test Questionnaire</i></p>
Tuesday	July 3	09:00 - 12:00	Forecasting/Case Analysis: Montreaux Chocolate	<ul style="list-style-type: none"><li>▪ Garcia (2014): Chapter 7</li><li>▪ Montreaux Chocolate Case <i>Hand in Montreaux Chocolate case by 18:00 hrs (individual assignment)</i></li></ul>
Thursday	July 5	09:00 - 13:00	Sustainability in Innovation + Project Coaching	<ul style="list-style-type: none"><li>▪ Garcia (2014): Chapter 12</li></ul>
Friday	July 6	09:00 - 12:00	Project Presentations	<ul style="list-style-type: none"><li>▪ <i>Deliverable by 9:00 hrs</i></li></ul>

**Assignment 1 (group work)**  
***Concept Test***

**Questionnaire - due June 29, 2018 at 9:00 (10% of grade)**

Bring your concept test survey to class for review before sending it out to potential customers. For full credit, it must be ready for distribution (although it will likely get revised during class).

**Presentation of results - due July 6, 2018 at 9:00 (40% of grade)**

Based on the results from your concept test, create a presentation that provides information on whether your 'company' should move forward with the new product, revise it, or scrap the idea entirely. Support your decision with the following data:

1. Overall findings from concept test
2. ATAR forecast from concept test
3. Perceptual map based on findings from concept test
4. Positioning statement based on findings from concept test
5. How sustainability measures could be taken into consideration in the product design
6. Recommendation about next stage for product

Each presentation will be 15 minutes max with no more than 12 slides. Each student in the group is expected to present in order to receive full credit.

**Assignment 2 (individual)**  
**Case: Montreaux**

**Be ready to discuss in class (July 3, 2018)**

- What key challenges and marketing issues does Montreaux face at this time?
- What product should they introduce to the market?
- What brand should the company use?
- What key ingredients should the company emphasize on the packaging?

**Due July 3, 2018 at 18:00 – Written assignment (30% of grade):**

Answer the following question: Based on the forecast you conducted, can Montreaux achieve their goals for 2015? There are two parts to this assignment

Part 1: Using the Montreaux Spreadsheet and the data from the case, complete a forecast for the proposed new chocolates. Consider the following sensitivity analyses:

- Low Awareness-High ACV-average product
- Low Awareness-Low ACV-mediocre product
- High Awareness-High ACV-superior product

Mention all assumptions you have made! Include your worksheet in your submission (embed it within the word doc). Be sure to include both revenue and profit calculations.

Part 2: Write a 1-page summary of your analysis. Explain (1) based on the forecast you conducted, whether Montreaux will achieve their goals for 2015 and (2) your decision whether Montreaux should launch the chocolates now or wait to gather more data. Clarify if their goals are met, and what they need to do if they are not met; use your forecast analyses to support your conclusions.

### About Rosanna Garcia



Prof. Dr. Rosanna Garcia is Associate Professor of Marketing at University of Denver where she also holds the title of Koch Endowed Chair of Entrepreneurship. Her role as the Koch Chair is to develop curriculum and student-focused programs that help develop and launch technologies germinating from student ideas and faculty research, especially around STEM. As an expert in the diffusion of innovations, Dr. Garcia's research has focused on how to introduce 'resistant' innovations to a reluctant marketplace. Her recent research and teaching centers on sustainable innovations and the role of trust in collaborative consumption communities. Dr. Garcia's teaching focuses on entrepreneurial marketing and new product launch. She is author of the textbook, *Creating and Marketing New Products & Services*. She is also the co-founder and CEO of Vijilent, a data analytics company that serves the legal industry. She holds three U.S. patents for new products.

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