



Davao del Sur State College
Brgy. Matti, Digos City, Davao del Sur

BA 724 ADVANCE MARKETING MANAGEMENT



PREFACE

This course pack was developed for BA 724 – Advance Marketing Management. It translates the approved syllabus into a structured graduate-level learning resource that integrates theory, quantitative analysis, strategic judgment, case discussion, professional communication, and practical application. The course is designed for learners preparing for entrepreneurial or corporate responsibilities in marketing management and for higher levels of managerial decision-making.

The organization follows an Activity–Analysis–Abstraction–Application (4As) learning sequence. Each module begins with a professional problem, observation, or analytical task; guides learners to examine evidence and assumptions; develops the underlying concepts and frameworks; and culminates in a new application requiring a defensible recommendation. This mirrors the work of practicing marketing managers, who must move from incomplete information to reasoned action.

The official syllabus identifies the Unilever Brazil and Eataly cases as major case-learning anchors. This course pack preserves the syllabus preparation questions and provides analytical frameworks, quantitative tools, and original practice cases. It does not reproduce proprietary case texts. When the instructor provides the official case material, students should use that material together with the worksheets and frameworks contained here.

The course pack also strengthens the original syllabus by making explicit the links among market opportunity analysis, segmentation and positioning, branding, marketing communications, retail economics, omnichannel strategy, implementation, and performance control. The goal is not to create isolated marketing outputs, but to train students to build coherent strategies in which diagnosis, choice, execution, and measurement reinforce one another.



ADVANCE MARKETING MANAGEMENT

ERIC E. RELLON, DBA

Faculty, College of Graduate and Professional Education, Davao del Sur State College
Matti, Digos City, Davao del Sur, Philippines



TABLE OF CONTENTS

	PAGE
PREFACE	i
TITLE PAGE	ii
TABLE OF CONTENTS	iii
Course Orientation and Institutional Foundations	1
DSSC Institutional Foundations and SMART Values in Marketing Practice	1
Course Expectations, the Case Method, and Ethical Professional Learning	2
MODULE 1: The Strategic Role of Marketing and Market Opportunity Analysis	6
Lesson 1. Marketing as Value Creation and Strategic Choice	6
Lesson 2. The 5C Framework for Market Opportunity Analysis	7
Lesson 3. Understanding Customers, Demand, and the Buying Journey	7
MODULE 2: Segmentation, Targeting, Positioning, and Marketing Economics	12
Lesson 1: Segmenting Markets and Evaluating Segment Attractiveness	12
Lesson 2: Targeting and Positioning for Strategic Advantage	13
Lesson 3: Contribution Analysis, Customer Lifetime Value, and Cannibalization	13
MODULE 3: Strategic Case Analysis, Market Entry, and Portfolio Decisions	18
Lesson 1: The Marketing Case Method and Evidence-Based Recommendation	18



Lesson 2: Market Entry, Brand Architecture, and the Marketing Mix	18
Lesson 3: Quantifying Cannibalization and Decision Risk	19
MODULE 4: Branding, Brand Equity, and Consumer Response	24
Lesson 1: What a Brand Is and Why It Matters	24
Lesson 2: The Psychological Foundations of Branding	25
Lesson 3: Brand Equity, Extensions, and Portfolio Risk	25
MODULE 5: Integrated Marketing Communications and Advertising Decisions	29
Lesson 1. Communication Objectives and the Customer Response Process	29
Lesson 2. Designing an Integrated Communication Mix	30
Lesson 3. Message, Media, Budget, and Measurement Decisions	31
MODULE 6: Retail Strategy, Value Proposition, and Business Economics	35
Lesson 1. Retail Value Propositions and Experience Design	35
Lesson 2. Gross Margin, EBIT, and the Economics of the Retail Model	36
Lesson 3. The Eataly Case Analysis Framework	36
MODULE 7: The Future of Retail, Omnichannel Strategy, and Marketing Implementation	41
Lesson 1. Retail Pressure, Omnichannel Choice, and Customer Experience	41
Lesson 2. From Marketing Strategy to Implementation Program	42
Lesson 3. Marketing Metrics, Control, and Learning	42
APPENDICES	47
REFERENCES	52

