

## **Session 01.**

### **Marketing (4P's, 5C's) & Positioning (Company skills).**

**W, February 2.**

#### **Discussion Questions**

1. Think of the firm for which you last worked. Who were your customers and what did they want? Who were your competitors and how did their actions affect you? What were the company skills that gave your firm a differential advantage?
2. Again thinking of the firm for which you last worked. What products or services did you offer customer? At what price(s)? How did you communicate with customers? How did you get your product to customers? How were all these aspects of the marketing mix coordinated?
3. What were the differential benefits to customers (including image, reputation, etc.) of your firm's products or services relative to competition. Where there any segments of the market that your firm served particularly well.

#### **Readings**

Note on Marketing Strategy (9-578-061)

Perceptual Mapping: A Managers' Guide (9-590-121)

#### **Assignments Due**

Form case groups

Hand in Case Preparation Group Contact Sheet