



BET 602 Value-based Marketing Strategies for New Ventures

Centre for Business, Entrepreneurship and Technology
University of Waterloo

Market-based management practices and the key relationships that enable businesses to attract, satisfy and retain customers, and grow their profits are examined. The contribution of marketing strategy to the creation of value for both customers and shareholders is emphasized. Particular attention is paid to the unique contexts of marketing knowledge-intensive products and services, new and rapidly growing markets, business markets, and investor relations. Familiarity is developed with the marketing activities typical for each of the seed/concept, product development and market development stages of a new venture.

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Resource Materials:

- Best, R.J. (2004) [*Market-based Management: Strategies for Growing Customer Value and Profitability*](#). (4ed).
- Assigned readings and cases.

Assessment:

<i>Item</i>	<i>Weight</i>	<i>Due date</i>
1 Opportunity recognition and market assessment	30%	Dec 7
2 Marketing plan	30%	TBA
3 Tactical plan	30%	TBA
4 Marketing related assessment from integrated assignments	10%	End of terms 1&2

Course Schedule:

Term 1 – Concept/Seed Stage

<i>Week beginning</i>	<i>Contact hours</i>	<i>Topic</i>
Sept 12		BET 601
Sept 19		BET 601
Sept 26		BET 601
Oct 3		BET 601
Oct 10		BET 601
Oct 17		BET 601
Oct 24		BET 601
Oct 31	2	Definition of marketing and markets
Nov 7	2	Characteristics of high-tech markets
Nov 14	2	Marketing-R&D interface
Nov 21	2	Understanding the customer for high technology
Nov 28	2	Segmentation and targeting
Dec 5	2	Competitive positioning

Term 2 – Product Development Stage

<i>Week beginning</i>	<i>Contact hours</i>	<i>Topic</i>
Jan 2	2	Market planning and marketing plans
Jan 9	2	Alliances and customer relationships
Jan 16	2	Product portfolios and platforms
Jan 23	2	Pricing and distribution strategies
Jan 30	2	Communications – public and investor relations
Feb 6	2	Market entry strategy and timing
Feb 13	2	Branding technology
Feb 20		READING WEEK
Feb 27		BET 601
March 6		BET 601
March 13		BET 601
March 20		BET 601
March 27		BET 601

Term 3 – Market Expansion Stage

<i>Week beginning</i>	<i>Contact hours</i>	<i>Topic</i>
May 1		BET 601
May 8		BET 601
May 15		BET 601
May 22		BET 601
May 29	2	Selling technology
June 5	2	Marketing and the Internet
June 12	2	Internationalization
June 19	2	Performance monitoring and control
June 26		
July 3		
July 10		
July 17		