



Syllabus

of the three-month distance course:

“Marketing & Advertising”

Marketing thinking & creative skills

Teach not thoughts, but thinking.

Immanuel Kant

No of topic	Topics
1	<p>“Marketing – the soul of business”</p> <p><i>Two “marketings.”</i> Marketing methods & philosophy. Definitions of marketing. Marketers. Where marketing is “made.” Marketers and “marketing robots.” Unified principles.</p> <p><i>Decision-making.</i> General. Negative aspects of decisions. Collegial decisions. What helps to make decisions. What interferes with decision-making. Specifics of marketing decisions. Education. “Correct” experience.</p> <p><i>Information.</i> Information & pseudo-information. Numerical information. Word or image? Much, little, optimal.</p> <p><i>Perception of information.</i> Perception rate. Information noise. IT.</p>
2	<p>Marketing thinking</p> <p><i>Basics.</i> Thinking. Thinking like Leonardo da Vinci. Logic. Analysis in marketing. “Platinum rule.” “Customer satisfaction” philosophy. Kinds of non-marketing thinking.</p> <p><i>Definition of marketing thinking.</i> Foundation of the profession. Corporate marketing thinking. Transition to marketing thinking.</p> <p><i>Qualities of the creative marketer.</i> Marketer’s personal opinion. No dogmatism. Common sense and intellect. Education. Disciplined imagination. Creative intuition. “Selling” inventiveness.</p> <p><i>Marketing thinking techniques.</i> Not to reinvent the wheel. Benchmarking. Questions, questions, questions... from the Client’s perspective. Testing. Role-playing a Client. Negative information. “Interfaces.” Visualization. From hypothesis to decision. MBA and marketing thinking.</p>
3	<p>Workshop</p> <p><i>Introduction.</i> Sellers. Manufactured articles. “Marketing” production. Products. Service add-ons. Pricing. Distribution. Internal marketing. Marketing communications. Positioning. Other elements.</p> <p><i>Selling points (SPs).</i> Language of SPs. Unique selling proposition (USP). Classification of SPs. The more the better! Priority of SPs. Can characteristics sell? Identification of SPs. False SPs. “Secret” SPs. Creation of new SPs. Corporate SPs. Cross-cultural marketing and SPs. SPs of imported goods. Objections and objection handling.</p> <p><i>Marketing audit.</i> Firm. Products. Markets. For each segment. External environment.</p>

	<p>Complete list of SPs. Marketing guide.</p> <p>Market research. Attitude of people to polls. Quality of questionnaires. “Six myths of market research.” Observation of Clients. Interpretation of research results.</p> <p><i>To CEOs about marketing.</i> Client-oriented company. What’s to be done? Setting up a marketing department.</p>
4	<p>Your client</p> <p><i>“Living” man.</i> Man is only interested in himself. Life values. Sea of information: myths and reality. Resources of a human being. Least-resistance path. Heard instincts. How we all hate changes! Who is an authority to us? Is the living man a dummy? Our notions of quality.</p> <p><i>“Buying” man.</i> A sea of offers. Customer behavior. Purchases. Buyers’ classification.</p> <p><i>How do they buy products?</i> How do they assess the product? Buying criteria. How long do they select?</p> <p><i>Segmentation.</i></p> <p><i>Clientomania.</i> Who is your client, after all? Help your client. CRM. Unhappy client.</p>
5	<p>Needs</p> <p><i>Basics.</i> Needs, wants, demand. Levels of needs. How needs occur. Not products, but solutions. Compromise of needs and solutions.</p> <p><i>Knowledge and creation of needs.</i> Do we know the Client’s needs? Does the Client know his needs? Latent needs. Creation of needs. Cultural needs. Needs of Russians.</p>
6	<p>Products (goods and services)</p> <p><i>What do people really buy?</i> Products and needs. Goods. Goods + services. Goods + services + atmosphere. “Happy life.”</p> <p><i>Product categories.</i> What we know about a category. Importance (involvement) of a category. Awareness in a given market. Commoditization. “Non-advertising” categories. Dynamic categories. “Softness/hardness” of a category. Price-sensitivity. Legal aspects. Prejudices and delusions in a market. Main selection criteria. Specific features of a segment. Country as a selling point. Recognition on a shelf. How do they buy a given product? At the point of sale. How do they evaluate quality? How do they consume the product? Latent needs? Newness. Trademark awareness. After sale. Availability.</p>
7	<p>A well-selling product or a well-known “brand”?</p> <p><i>Basics.</i> Brand-ologists.</p> <p><i>Obscure notion.</i> Historical roots of the delusion. Brands and business.</p> <p><i>“Economic” definition.</i> Awareness. Associations. Super-benefits. Identifiers. Marketing of names. What’s a good brand?”</p> <p><i>“Branding” and marketing thinking.</i> “Branding” and resources of a human being. “Branding,” emotions love. No-brand products and de-branding. “Brandability” of product categories. Branding in Russia. Brand manager.</p>
8	<p>New product creation</p> <p><i>Introduction.</i></p> <p><i>Phases.</i> Idea. Preparations. Manufactured article. Product. List of SPs. Product name.</p> <p><i>Marketing of packaging.</i> Marketing of physical functions. 1st level – within 2-4 meters. 2nd level – product in hand. “Selling” information on packaging. Other situations. Design style. Marketing approach to packaging. Testing. Markets for the product. Manuals. Sales guides. Trade marketing. Marketing communications. Testing.</p>

<p>9</p>	<p>Marketing communications <i>Introduction.</i> <i>From the Client’s perspective.</i> Internal marketing – the foundation of communications. Definitions. “Two-way street”. Not expenses, but communications. Multi-sense nature of communications. <i>ABC of advertising.</i> What’s advertising? Purpose of advertising. Advertising toolkit. Different advertising for different products. Do we need advertising in this specific case? Fragility of advertising. Two heroes of advertising. Efficiencies of advertising. What’s good advertising? Content is more important than form. “Algebra” of advertising. Advertising and psychology. Participants in advertising process. Advertising “Client”: Purchaser/beholder/listener. Advertiser. Adman. Media. Advertising technologies.</p>
<p>10</p>	<p>The way advertising works AIDA. A client’s attention is a valuable resource! Only relevant attention! Vampire – irrelevant attention! “Armor piercers.” Advertising environment. “Consumption” of an advert. Subliminal perception. Visual perception. Levels of visual perception. First-level signal. “Selling” illustrations. To read, or not to read? Do not interfere, help!</p>
<p>11</p>	<p>Problems of advertising Chief problem of advertising. Creativity and pseudo-creativity. Junkiness. Ad award contests. Advertising and arts. Humor and entertaining. Erotics and sex. Other problems. Advertiser’s prejudices.</p>
<p>11</p>	<p>Copywriting <i>Copywriter.</i> Why only copywriter? <i>Advertising copy.</i> “Text” and “language” of advertising. Headline. Sub-head. Body copy. Slogans. <i>Language of advertising.</i> Speak the language of the Client. From logics to eloquence. Clichés. Readability Formatting. <i>Copywriter and illustrations.</i></p>
<p>13</p>	<p>Producing effective adverts Team. Creative process. Stages. <i>Advertising audit.</i> What’s advertised? To whom? Advertising environment. Corporate advertising policy. Information sources. “Creative briefs”. <i>Strategies and ideas.</i> Ad strategies. Ad ideas. <i>Copy.</i> Basic copy. Heading. Main copy. Composition. Copy-editing. <i>Design.</i> Formatting. Simplicity and readability. <i>Testing.</i> Testing techniques. Focus-groups. Mental testing. <i>Assessing an advert.</i> General. How does it sell? Self-testing. Unnecessary elements. Examples of analysis of an ad.</p>
<p>14</p>	<p>Advertising means <i>Basics.</i> Information potential of media. Technical potential. Kinds of adverts. Reminding advertising. <i>Some media.</i> Advertorials and ad articles. Brochures. Business cards. Catalogs. Classifieds. Direct-mail. E-mail advertising. Exhibition materials. Fax advertising. Fliers. Internet sites. Metro. Outdoor. Packaging. Play bills. POS. Posters. Press. Press-conference materials. Press-releases. Price-lists. Profiles. Radio. Souvenirs. TV commercials.</p>

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Some fields

Internet. Growth pains. The “splendor and misery” of e-commerce. Internet as a company’s backbone. Web-sites. Web-studios.

High technologies. Marketing of technologies. High-tech advertising. Egg-headedness. “Baby-talk”. Consumer electronics & electronics advertising. Manuals (technical writing).

Advertising in foreign languages. Cultural and other differences. Thought differences. Language is no end in itself. Special cases.