

***Market Analysis and Marketing***  
**SYLLABUS**

2020

Dates	From 7th to 13th December
Didactic units	14 hours
Learning objectives	The module aims at providing aspiring entrepreneurs with effective tools and methodologies to analyse market and completion and to conduct an effective, targeted marketing activities. Deepening some of the basic elements of BMC developed in Module 1 (Customer segments, customer relationships) entrepreneurs will have during this module a first check of their ideas. Moreover, they'll learn to identify, know and reach their customer segments. Finally, they will come up with a first draft of Information Memorandum.
Class activities	<ul style="list-style-type: none"> <li>- Frontal lectures, where instructors deliver content and tools to the whole class. The content could be, depending on topic, both theoretical and practical in order to provide students a survey of theory but also useful tips to implement their idea</li> <li>- Case studies, where a best (or sometimes bad) practice is showed to the class</li> <li>- Group works, where students (in small group) are asked to perform some tasks applying tools and methods to reality (case studies or their own business)</li> <li>- Class discussions, where small groups finding are reported to and discussed with the whole class</li> </ul>
Required readings	<ol style="list-style-type: none"> <li>1. Reading competitive environment</li> <li>2. Reading economies breakeven</li> </ol>
Other course materials	Slides
Pre-course readings	None
Assignments	At the end of the module, student will be asked to develop on their own business <ol style="list-style-type: none"> <li>1. Analysis of main 4/5 Competitors</li> <li>2. Information Memorandum</li> </ol>
Evaluation and grading system	Pre and post course evaluation will be conducted in order to measure specifically change in knowledge gained/ lost from the participants Post evaluation will be composed of two elements: <ul style="list-style-type: none"> <li>• 70% test submitted to participants at the beginning of Module 3</li> <li>• 30% assignment</li> </ul>

Duration	Topic	Activity
1.5 hour	<b>Identify your customer: B2C and B2B Market segmentation</b> <ul style="list-style-type: none"> <li>- B2C market segmentation step by step</li> <li>- B2B market segmentation step by step</li> </ul>	<ul style="list-style-type: none"> <li>- Lecture on B2C and B2B segmentation</li> <li>- Two health case study</li> <li>- Class discussion</li> </ul>
1 hours	<b>Identify your customer: individual and group work</b>	<ul style="list-style-type: none"> <li>- Individual work on their idea</li> <li>- Class discussion</li> </ul>
1.5 hour	<b>Collective quantitative info about customers</b> <ul style="list-style-type: none"> <li>- Tools for collecting quantitative information about customers: questionnaires, survey, observation from reality</li> </ul>	<ul style="list-style-type: none"> <li>- Lecture</li> <li>- Individual work</li> <li>- Plenary discussion</li> </ul>
1 hour	<b>Collective qualitative info about customers</b> <ul style="list-style-type: none"> <li>- Tools for collecting qualitative information about customers: focus groups, meetings, observation from reality</li> </ul>	<ul style="list-style-type: none"> <li>- Lecture</li> <li>- Individual work</li> <li>- Plenary discussion</li> </ul>
1 hour	<b>Desk research on customers</b> <ul style="list-style-type: none"> <li>- Tools for collecting data from using desk research (Internet, database, etc.)</li> </ul>	<ul style="list-style-type: none"> <li>- Lecture</li> <li>- Individual work</li> </ul>
2 hours	<b>Competitor Analysis</b> <ul style="list-style-type: none"> <li>- What Competitor Analysis</li> <li>- How to run an analysis</li> </ul>	<ul style="list-style-type: none"> <li>- Lecture</li> <li>- Tools to analyze competitor</li> <li>- Individual work on their own idea</li> <li>- Group discussion</li> </ul>
2 hours	<b>Pricing and Positioning</b> <ul style="list-style-type: none"> <li>- Product and service positioning</li> <li>- How to price the product/service</li> <li>- Customer sensitivity to price</li> <li>- Pricing models</li> <li>- Pricing on competition</li> </ul>	<ul style="list-style-type: none"> <li>- Lecture</li> <li>- Case study</li> <li>- Plenary discussion</li> <li>- Lecture on competition analysis for pricing</li> <li>- Green Age Africa Case study</li> </ul>
1 hour	<b>Distribution channels decisions communication</b> <ul style="list-style-type: none"> <li>- The role of distribution channels in marketing activities</li> </ul>	<ul style="list-style-type: none"> <li>- Lecture</li> <li>- Group work and discussion</li> </ul>
2 hours	<b>Presenting a business idea: Business Plan, Executive Summary, Information Memorandum and pitch deck</b> <ul style="list-style-type: none"> <li>- What is a business plan?</li> <li>- What is an Information Memorandum (IM)?</li> <li>- What is an executive summary?</li> <li>- What is a pitch deck?</li> </ul> <p>From Business Model Canvas to Business Plan and information memorandum</p>	<ul style="list-style-type: none"> <li>- Frontal lecture</li> <li>- Discussion &amp; Recap</li> </ul>
1 hour	<b>Presenting your business: building the first draft of a IM</b>	<ul style="list-style-type: none"> <li>- Individual work on Information Memorandum</li> <li>- Coaching with Professor and Business Coach</li> </ul>