

MARKETING STRATEGY

Summer 2026

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COURSE OVERVIEW

This course focuses on the systematic analysis and formulation of marketing strategy, with particular emphasis on the 5C framework (Company, Customers, Competitors, Collaborators, and Context) and Segmentation-Targeting-Positioning (STP). Students learn how firms analyze their internal and external environments, identify attractive customer segments, select target markets, and develop clear and differentiated positioning strategies. The course emphasizes structured strategic thinking, disciplined market analysis, and coherent decision-making under uncertainty. Conceptual frameworks are applied to real-world cases. In selected cases, students will use RStudio to conduct data analyses that inform segmentation and positioning decisions. It is a hands-on course with the goal of integrating structured market analysis into coherent and defensible marketing strategies.

COURSE OBJECTIVES

Upon successful completion of the course, students will be able to:

- Conduct a comprehensive 5C analysis of a firm and its competitive environment.
- Identify and evaluate customer segments using appropriate conceptual and analytical tools.
- Select target segments based on strategic fit and economic attractiveness.
- Formulate clear and differentiated positioning strategies.
- Use data-driven insights (including basic analyses in RStudio) to support marketing decisions.

METHOD OF ASSESSMENT

Written final exam (60 min)

COURSE SCHEDULE

The following is a tentative schedule. Any changes will be announced in class and/or via e-mail.

<u>DATE</u>	<u>TOPIC</u>	<u>COMMENTS</u>
June 15 2pm – 6pm	• Introduction • What is marketing strategy? • The 5 Cs; Situational Analysis	
June 17 2pm – 6pm	• Discuss and work on “Ti Amo” Case ➤ Case relates to Situational Analysis ➤ Please work on the case as a group of 3 – 4 students • Segmentation	• Please read the “<i>Ti Amo: Examining Customer Perceptions</i>” case prior to class ➤ <i>Details about case analyses will be discussed in class on June 15</i>
June 19 8am – 6pm	• Targeting • Discuss and work on “Notre Dame Fantasy Football” Case ➤ Case relates to Segmentation ➤ Please work on the case as a group of 3 – 4 students • Discuss and work on “Sternberg Winery” Case ➤ Case relates to Targeting ➤ Please work on the case as a group of 3 – 4 students	• Please read the “<i>Notre Dame Football Fantasy Camp</i>” case prior to class • Please read the “<i>Sternberg Winery</i>” case prior to class
June 22 2pm – 6pm	• Positioning • Discuss and work on Positioning Maps using survey data	• Please complete survey for the Positioning analysis ➤ <i>Details about survey will be discussed in class on June 19</i>
June 24 2pm – 6pm	• Marketing Management Framework (5Cs – STP – 4Ps) • Course Wrap-up	
Final Exam		