



An Introduction to Marketing

University of Pennsylvania

STUDENT NAME

Ramon Tenreiro González-Llanos

GRADE

96.0%

COMPLETION DATE

January 20th 2014

COURSE DETAILS

Instructors: David Bell, Peter Fader, Barbara E. Kahn

Duration of course: 9 weeks

Time commitment: 5-6 hours/week

Description:

PART OF THE WHARTON FOUNDATION SERIES

This course is part of the Wharton foundation series in the MOOC format. It is taught by three of Wharton professors, which is consistently ranked as the #1 marketing department in the world. This course features on-line professors.

The three core topics focus on customer loyalty. The first is about branding: given a very disparate market, brand equity is one of the key elements of keeping customers so that they have a trusted source for products. The second is about customer centricity, which is taught in a global context where students learn how to gather needs and focus on the customer. Finally, the course explores practical examples which are advanced by the mix of cultures in the course. Finally, the course explores practical examples to understand the drivers that influence customers and see how these are implemented prior to making decisions.

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[An Introduction to Corporate Finance](#)

[An Introduction to Financial Accounting](#)

[An Introduction to Operations Management](#)

Syllabus:

MODULE ONE: Branding

Weeks 1 - 3

1. Marketing Strategy and Brand Positioning
2. Customer Decision Making and the Role of Brand
3. Brand Communications and Repositioning

MODULE TWO: Customer Centricity

Weeks 4 - 6

1. Establishing Competitive Advantage through Customer Centricity
2. How Can Customer Centricity be Profitable?
3. Vocabulary of Customer Centricity and Customer Relationship Management (CRM)

MODULE THREE: Go to Market Strategies

Weeks 7 - 9

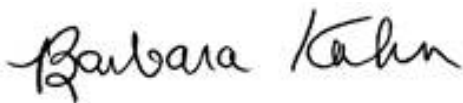
1. Omni-Channel Strategy and Online-Offline Interaction
2. How to Find Lead Users and Facilitate Influence and Contagion
3. Social Targeting, Social Advertising and Persuasion



David R. Bell, Professor of Marketing



Peter Fader, Professor of Marketing and
Co-Director of the Wharton Customer Analytics Initiative



Barbara E. Kahn, Professor of Marketing and
Director, Jay H. Baker Retailing Center

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