



Mini MBA  
in  
Marketing

**“FORGET  
EVERYTHING  
YOU THINK  
YOU KNOW”**

BRAND DIRECTOR | *Moët Hennessy*

# Contents

**What is the Mini MBA?**

**Who is it for?**

**About us**

**Mark Ritson**

**Syllabus**

**Alumni**

**Testimonials**

**Stats**

**Public course**

**Bespoke course**







**Contact**

# What is the Mini MBA?

The Marketing Week Mini MBA in Marketing is CPD accredited, MBA standard course covering the same core marketing modules as leading MBA programmes, but in just 12 online lessons.

The Mini MBA distils the core marketing function of a full MBA programme into an easily digestible and thoroughly engaging 12 week course.

Over 3,600 marketers and professionals have completed the course since its inauguration in 2016 with overwhelmingly positive feedback across every intake and an average NPS score of +72.

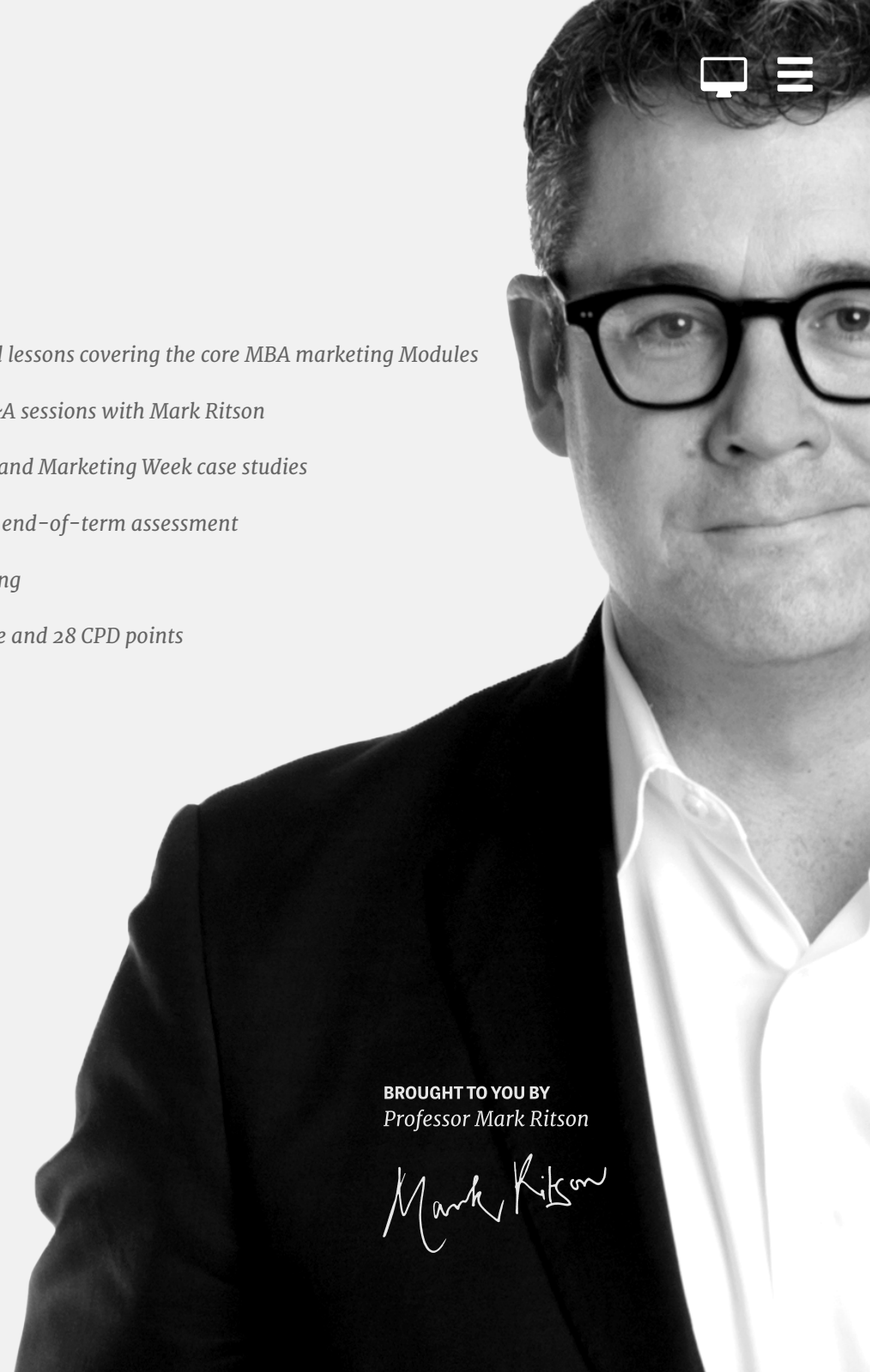
-  *12 on-demand lessons covering the core MBA marketing Modules*
-  *Weekly live Q&A sessions with Mark Ritson*
-  *Access to HBR and Marketing Week case studies*
-  *MBA standard end-of-term assessment*
-  *Flexible learning*
-  *MBA certificate and 28 CPD points*



**Mini MBA**  
in  
Marketing

**BROUGHT TO YOU BY**  
*Professor Mark Ritson*

*Mark Ritson*



# Who is it for?



## MANAGERS & EXECUTIVES

*Broaden your skills and move into wider marketing strategy.*



## SENIOR MARKETERS

*(directors, heads of department)*

*Get high-level strategic lessons from one of the world's leading marketing consultants.*



## CAREER MOVERS

*Understand the strategy, structure and process behind winning marketing campaigns.*



## L&D TEAMS

*Give your marketing teams the knowledge, skills and confidence to be the best they can be.*



# About us

We've teamed up with award-winning columnist Professor Mark Ritson to bring you a unique online learning experience. Mark has taught at some of the world's leading business schools, including MIT Sloan School of Management, London Business School and Melbourne Business School.

The MW Mini MBA in Marketing is a CPD accredited, MBA standard course. Covering the same core modules as leading MBA programmes, but in just 12 lessons, it will give you the tools you need to do your job better.

As we are a registered provider with the CPD Standards Office, students completing the MW Mini MBA in Marketing will be issued with a CPD Certificate of Attendance, which can be used within their formal record for a professional body, institute, or employer.

For more than 30 years, Marketing Week has analysed and defined the marketing that matters: the tools, trends and techniques that have shaped the marketing industry into the dynamic and business critical resource it is today.

From this unique position, we drive excellence and best practice by mentoring, challenging and celebrating the best that marketing has to offer. We challenge the norm, tackle the issues that matter, and champion the people, brands and campaigns that are defining marketing today.

Our conference programme, which includes the Festival of Marketing, provides leading marketers from the biggest brands with the knowledge, skills and experience they need to get ahead of their rivals.



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**MW** Marketing Week



# Mark Ritson

Armed with a BSc and PhD in Marketing from Lancaster University, the UK's oldest and most venerated marketing department, Mark has spent the past 20 years teaching marketing to MBA students at some of the world's leading business schools, including London Business School (ranked 1st among international schools), MIT Sloan School of Management (ranked 5th among US schools) and Melbourne Business School, Australia (ranked 9th among international schools).

Not only has he taught on these prestigious programmes but his teaching has been widely acclaimed with Mark winning the teaching prize at each of these institutions.



*I have sent Mark Ritson all my best marketers for training over the years. He is one of the few people who truly understands marketing and its importance and impact on an organisation's success. Deep expertise and infectious enthusiasm make him one of our sharpest thinkers. Mark is a star!*

Marc Hoellinger,  
President and CEO

**The Glenmorangie Company**

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*Mark has won teaching awards at every institution he has been affiliated with, including the MIT Sloan School of Management and London Business School. He has done so by bringing to life core business frameworks with his extensive experience and uniquely engaging Ritsonian style... one I look forward to observing in this interesting new format.*

Professor Nader Tavassoli,  
London Business School  
and non-executive chairman at

**The Brand Inside**



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# Syllabus



## MODULE 1

### MARKET ORIENTATION

Customer focus  
Business culture  
Predictive marketing



## MODULE 2

### MARKET RESEARCH

Research design  
Qualitative methods  
Quantitative methods  
Backwards market research



## MODULE 3

### SEGMENTATION

Market mapping  
Demographic  
Behavioural  
Firmographics



## MODULE 4

### TARGETING

Strategic decisions  
Mass marketing  
Target segment portraits  
Targeting criteria



## MODULE 5

### POSITIONING

Brand position  
Articulation  
Disruptive execution  
Perceptual maps



## MODULE 6

### MARKETING STRATEGY

What is strategy?  
Strategy vs tactics  
Zero-based budgeting  
Leadership



## MODULE 7

### PRODUCT DEVELOPMENT

Product diversification  
Net Promoter Score (NPS)  
Usability testing  
Co-branding



## MODULE 8

### DISTRIBUTION

Direct and indirect  
Channel conflict  
Omnichannel  
Retail price maintenance



## MODULE 9

### PRICING

Price thermometer  
Four levels of profitability  
Volume vs Value  
Danger of discount



## MODULE 10

### INTEGRATED MARKETING COMMUNICATION

The S curve  
Profitability matrix  
Price setting  
Elasticity



## MODULE 11

### BRAND

Brand equity  
Brand management  
Brand health  
Commodification



## MODULE 12

### EXAM WORKSHOP

Exam  
Next steps...

full syllabus

- module 1
- module 2
- module 3
- module 4
- module 5
- module 6
- module 7
- module 8
- module 9
- module 10
- module 11
- module 12



## MODULE 1

# MARKET ORIENTATION

*Customer focus*

*Business culture*

*Predictive marketing*

How can you achieve more profitability and sales growth whilst steering away from a sales, product or advertising focused strategy? This lesson examines the breadth of business cultures and the core theoretical concepts of “market orientation”.

We'll also review extensive literature on how to build a marketing-oriented organisation.

Module length: 45 mins | Readings: 4 | Study time: 2 hrs



module 1 module 2 module 3 module 4 module 5 module 6 module 7 module 8 module 9 module 10 module 11 module 12



## MODULE 2

# MARKET RESEARCH

*Research design*

*Qualitative methods*

*Quantitative methods*

*Backwards market research*

In this class, discover the basis of good market research, the differences between qualitative and quantitative and how to use the data to build a solid foundation for your marketing strategy.

Learn the techniques of primary and secondary research, compare POETS and QUANTS, and define the ideal method mix for your business objectives.

Module length: **40 mins**

Readings: **4**

Study time: **2 hrs**

- module 1
- module 2
- module 3**
- module 4
- module 5
- module 6
- module 7
- module 8
- module 9
- module 10
- module 11
- module 12



## MODULE 3

# SEGMENTATION

*Market mapping*

*Demographics*

*Firmographics*

*Behavioural*

What is segmentation and why is it so crucial to marketing success? In this session, Mark will walk you through the main approaches to segmentation, while exploring the various available methods and their application.

You will familiarise yourself with a framework for effective segmentation, and analyse successes and failures in real-life industry examples.

Module length: **47 mins** | Readings: **4** | Study time: **2 hrs**

- module 1
- module 2
- module 3
- module 4**
- module 5
- module 6
- module 7
- module 8
- module 9
- module 10
- module 11
- module 12



## MODULE 4

# TARGETING

*Strategic decisions*

*Mass marketing*

*Target segment portraits*

*Targeting criteria*

In this module, you will be taught how to consider the key issue of who you do and do not target. Mark talks through the core principles of segmentation as well as its importance to business success.

Supported by real-life case studies, we'll also examine the current debate around targeting including an explanation of mass marketing and its world evangelists.

*Module length: 41 mins* | *Readings: 4* | *Study time: 2 hrs*

- module 1
- module 2
- module 3
- module 4
- module 5**
- module 6
- module 7
- module 8
- module 9
- module 10
- module 11
- module 12



## MODULE 5

# POSITIONING

- Brand positioning*
- Articulation*
- Disruptive execution*
- Perceptual maps*

This session looks at the key strategic step of positioning. We'll start by looking at positioning in its many guises and its importance to the marketing process.

We'll then explore the process of defining, mapping and most importantly, articulating your brand position to the market but also to your agency or organisation.

Module length: **53 mins** | Readings: **6** | Study time: **2 hrs**

- module 1
- module 2
- module 3
- module 4
- module 5
- module 6**
- module 7
- module 8
- module 9
- module 10
- module 11
- module 12



## MODULE 6

# MARKETING STRATEGY

*What is strategy?*

*Strategy vs tactics*

*Zero-based budgeting*

*Leadership*

A capstone session in which we'll look back at the key themes and learnings from the first six strategy modules and discuss what is and what isn't strategy.

We'll also delve into purchase funnels, zero-based budgeting and SMART objectives. The key focus of this module is to highlight the difference between strategy and tactics and explain how to set up a winning marketing strategy.

*Module length: 44 mins* | *Readings: 4* | *Study time: 2 hrs*

- module 1
- module 2
- module 3
- module 4
- module 5
- module 6
- module 7**
- module 8
- module 9
- module 10
- module 11
- module 12



## MODULE 7

# PRODUCT DEVELOPMENT

*Product naming*  
*Usability testing*  
*Product portfolio*  
*Consolidation*

Here we tackle the first of the 4 Ps, Product Development. What do we mean by “product” and what are the challenges of successful product or service development?

We’ll look at the numerous touchpoints you have with your customer, discuss the value of NPS and product diversification, then finally look at the difficult topic of killing products.

Module length: **53 mins** | Readings: **4** | Study time: **2 hrs**

module 1 | module 2 | module 3 | module 4 | module 5 | module 6 | module 7 | **module 8** | module 9 | module 10 | module 11 | module 12



## MODULE 8

# DISTRIBUTION

*Direct and indirect*  
*Channel conflict*  
*Retail price maintenance*  
*Omni-channel*

This module examines the core challenges of channels and implications of big retail; helping you to understand the pros and cons of direct and indirect distribution, and explores the issue of channel conflict through real-life examples.

We'll also discuss how to manage the "Rise of retailers" whilst exploiting the opportunity of an omni-channel distribution.

Module length: **42 mins** | Readings: **4** | Study time: **2 hrs**

- module 1
- module 2
- module 3
- module 4
- module 5
- module 6
- module 7
- module 8
- module 9**
- module 10
- module 11
- module 12



## MODULE 9

# PRICING

*Price thermometer*

*Four levels of profitability*

*Volume vs Value*

*Danger of discount*

This session explores the role of pricing in driving both external impact and internal profitability. We'll look at the pricing thermometer (Dolan & Gourville), post-purchase perception and look at how to conduct reliable pricing research.

We'll also look at how some of the world's leading brands including Amazon, Ryanair and Coca-Cola tackle their pricing strategy.

Module length: **45 mins** | Readings: **4** | Study time: **2 hrs**



module 1 | module 2 | module 3 | module 4 | module 5 | module 6 | module 7 | module 8 | module 9 | **module 10** | module 11 | module 12



## MODULE 10

# INTEGRATED MARKETING COMMUNICATIONS

*The S curve*

*Profitability matrix*

*Price setting*

*Elasticity*

This module reviews the many different tools and approaches to marketing communications as well as exploring integrated methods to planning and the evolution of communication.

We'll also analyse the digital marketing landscape and define a step-by-step guide to a winning integrated strategy.

Module length: **50 mins**

Readings: **5**

Study time: **2 hrs**

module 1 | module 2 | module 3 | module 4 | module 5 | module 6 | module 7 | module 8 | module 9 | module 10 | **module 11** | module 12



## MODULE 11

# BRAND

*Brand equity*

*Brand management*

*Brand health*

*Commodification*

This lesson explores the notoriously slippery concept of brand, examining what “brand” really means and outlining the fundamentals of brand definition, from equity and management to brand health and tracking.

We also look at employer branding, financial brand equity and most importantly, why brand is your organisation’s most valuable asset.

Module length: **58 mins** | Readings: **5** | Study time: **2 hrs**

- module 1
- module 2
- module 3
- module 4
- module 5
- module 6
- module 7
- module 8
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- module 10
- module 11
- module 12**



## MODULE 12

# EXAM WORKSHOP

*Exam*

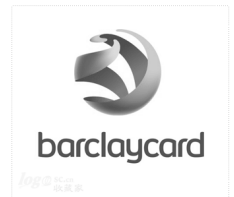
*Next steps..*

Having completed the exam, this debrief session is your chance to see what a “perfect” answer would have looked like. Find out how the grades were awarded and crucially, who was named top of the class.

We'll also tell you how to get hold of your certificate and what comes next....

Module length: **45 mins** | Readings: **0**

# Alumni



# Testimonials

*“It's hard to find such content anywhere else. I enjoyed every single moment with Mark Ritson sessions. the structure of the Mini MBA, the content, the cases, reading, way of thinking, way of presenting... nothing wrong! It's worth every single penny spent!*

**CHIEF OPERATING OFFICER  
DOMINO'S**

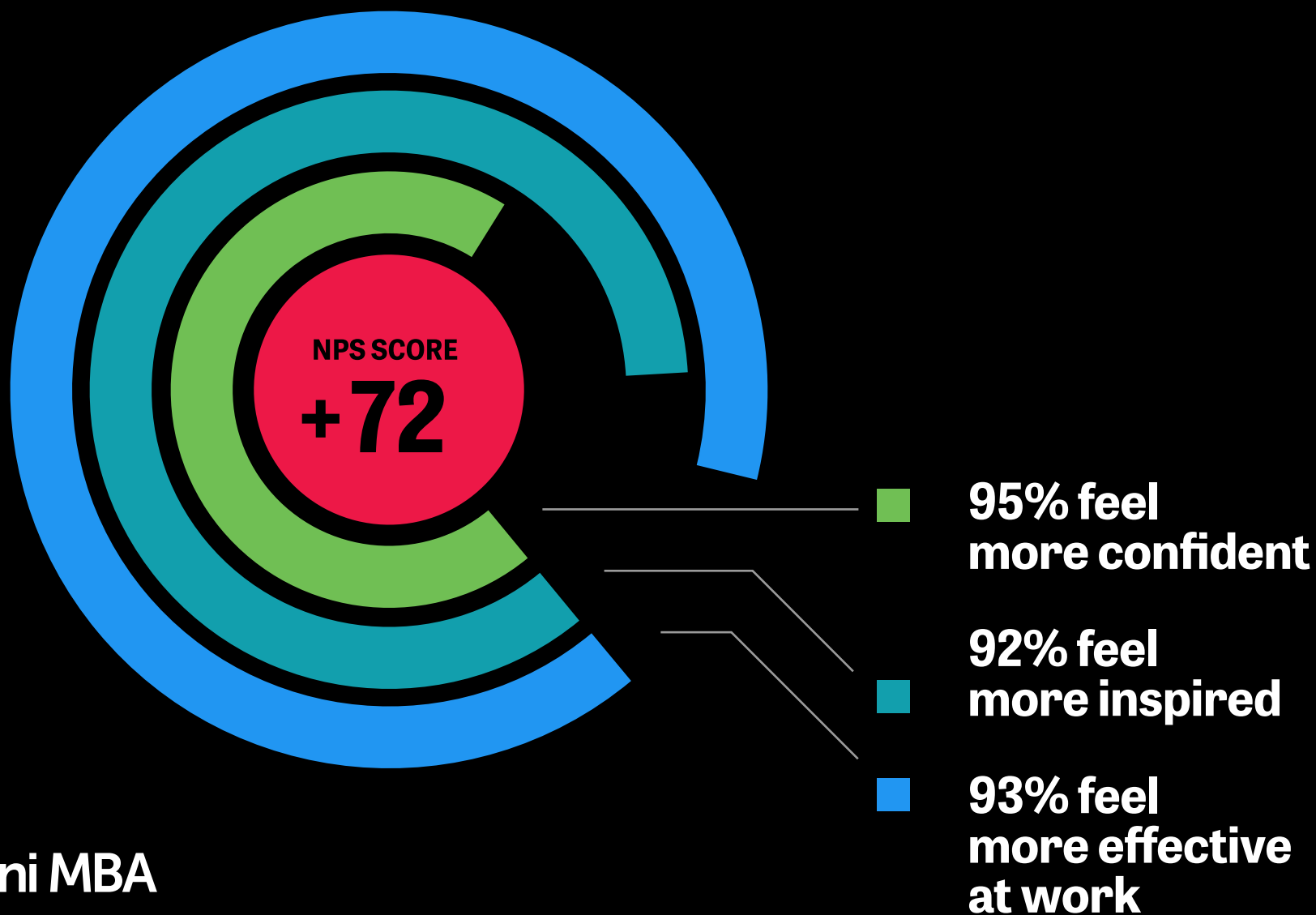
*“Time and money well spent! Mark has a highly engaging and personable teaching style. The course content helped demystify industry "speak" and got to the heart of why marketing is a driver for sustainable growth. The course was challenging, fun and extremely practical”*

**HEAD OF PARTNERSHIPS  
20TH CENTURY FOX**



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# Stats



**Mini MBA**  
in  
Marketing

# Pricing



£1150 + TAX



## DATES

*2 Public courses to run  
30 April (2019) + 24 September (2019)*

## PACING

*2 modules per week over 12 weeks  
4 weeks to complete examination*

## LIVE SESSIONS

*6 live interactive sessions*

## USERS

*Open to all. Any number of users can book  
depending on availability*

## CONTENT

*12 core marketing modules, HBR readings  
and weekly Q&A sessions.*



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