



UNIVERSITÀ DEGLI STUDI DI SALERNO



DIPARTIMENTO  
DI SCIENZE AZIENDALI  
MANAGEMENT  
& INNOVATION SYSTEMS



# Marketing Strategy **in** Service Business

- amegaro@unisa.it -

# Project Work

**Aim:** to build a marketing plan to successfully launch a new idea (product / service) in a market and reach your target.  
A new product/service IT-based.

**Timing of the plan:** 1 year

**Challenge:** I am a lender and you need my funding to carry out your project. You have to convince me that your idea is profitable not only in terms of technical features but, mainly, in terms of the firm's survival in the long run.

**Team work** of 4 people (possible variations: maximum 5 - minimum 3).

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# Marketing Plan - Structure



# Marketing Plan – Roles within the team

## Top marketing manager



He is the person in charge of the entire project.

Apparently it does not seem to have particular burdens, but actually, if the project works it is above all thanks to him, if it fails it is above all because of him.

He will have to:

- describe the company that may be existing, in this case you are the marketing function of the company chosen, or invented, already active or a start-up;
- describe the business area in which the company operates or will operate;
- organize continuous briefings;
- describe the corporate mission;
- define the business idea;
- direct the strategy according to the mission and corporate objectives and actions;
- define and communicate marketing objectives;
- orient the value proposition;
- supervise the activities carried out by each one and support them where necessary;
- coordinate activities;
- promote dialogue between the various sectors and consistency between the various activities carried out.



# Marketing Plan – Roles within the team



## Market Analyst

He is responsible for the feasibility of the marketing strategy as the strategy is based on market analysis and the analysis of consumer needs.

He will have to carry out an analysis of the situation through the following actions:

- describe the market in terms of characteristics, players, trends, needs;
- carry out a SWOT analysis;
- identify the critical success factors;
- identify and analyze the Competitors.

Main charge in terms of activities: data collection and analysis.



# Marketing Plan – Roles within the team



## Strategic Marketing Manager

He is responsible for the success of the plan from a strategic point of view.

He will have to define the strategy through the following actions:

- segmentation analysis;
- targeting;
- positioning;
- Definition of the value proposition.



Main charge in terms of activities: develop a strategy consistent with data analysis (provided by the market analyst).

# Marketing Plan – Roles within the team



## Operational Marketing Manager

He is responsible for the success of the plan from an operational point of view.

It will have to develop a plan of actions that make the strategy operational, by:

- analysis and definition of a product strategy;
- analysis and definition of a pricing strategy;
- analysis and definition of a distribution strategy;
- analysis and definition of a communication strategy.



Main charge in terms of activities: developing a marketing mix plan consistent with the value proposition and which considers objectives in terms of value, relationship and service.

# Marketing Plan – How to carry it out?

**Output of the task:** the final document is a PowerPoint in which you present your marketing plan.

**Discussion:** You have to present your proposal in 16 minutes (each member of the group has to present his/her part in maximum 4 minutes).

**Exam Bonus:** +(1-3) bonus points that will be added to the grade of the exam.

**Evaluation:** I will evaluate the profitability of the project and not the individual effort of each member of the group; so I will give a bonus point for the project (not a bonus point for each person) which will be valid for all members of the group.

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# Marketing Plan – Deadline

## May 12

**(before the presentation and the exam)**

Send your final document to: [amegaro@unisa.it](mailto:amegaro@unisa.it)

In the email you have to indicate the name of each member of the group!

Subject line of the email: «Marketing strategies in service business\_Brno\_[name of the project]»

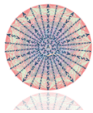
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ASVSA

Associazione per la ricerca sui Sistemi Vitali

**THANK YOU.**

Questions? Comments?

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