



MiM 2023-2024  
2 credits

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## NEW BUSINESS MODELS

### Introduction

In this class we will analyse and discuss different forms of "less traditional marketing" as well as how marketing can help us make better decisions in "less traditional markets". These are current, contemporary ways in which companies can deal with consumers for purposes such as communication, consumer research, or sales.

The class is structured around 4 themes: viral marketing, influencer marketing, content marketing, and marketing of experiential purchases.

### Objectives

To explore and understand non-traditional mechanisms that companies can use in order to improve their marketing and sales capabilities.

### Learning Outcomes

Basic

CB6. Possess and understand knowledge that provides a basis or opportunity to be original in the development and / or application of ideas, often in a research context.

CB7. The students know how to apply the knowledge acquired and their ability to solve problems in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their area of study.

CB8. The students can integrate knowledge and face the complexity of formulating judgments based on information that, being incomplete or limited, includes reflections on social and ethical responsibilities linked to the application of their knowledge and judgments.

CB9. Students know how to communicate their conclusions and the knowledge and ultimate reasons that support them to specialized and non-specialized audiences in a clear and unambiguous way.

CB10. Students possess the learning skills that allow them to continue studying in a way that will be largely self-directed or autonomous.

## General

CG01. Acquire the knowledge, skills, abilities, and attitudes required to conduct research at a global level in the field of business management.

CG02. Identify and solve business problems, often with uncertain and incomplete information, and involve human resources management in organizational settings.

CG03. Carry out a critical analysis, which includes evaluation and synthesis of new and complex ideas, which allows the elaboration of general principles of application to business situations.

CG04. Have a deep understanding of the importance of the human factor within an organizational framework.

CG06. Use the appropriate techniques for solving the problem posed, contrasting its correction and validation.

CG07. Know the main concepts and policies in the field of corporate social responsibility, specifically delving into its relationship with business management.

## Specific

CE01. Identify relevant research questions in business management.

## Content

1. Social marketing: Consumers can now both generate and access Word-of-Mouth (WOM) more quickly and at a larger scale than before. The availability of online tools not only becomes a source for WOM on itself but it also feeds the offline WOM. This can be beneficial for companies,... but it can also be detrimental. Managers then face important questions: What marketing strategies and techniques can a company implement to enable positive WOM? What aspects of the brand should be object of a “WOM campaign”? What makes things go viral?

2. Influencer marketing: The term influencer marketing has exploded over the last few years. Paired with social media following, the power of influencers seems to only increase. Should brands get into this marketing technique? How to design, run and evaluate an influencer marketing campaign?

3. Content marketing: More and more companies are realizing that the development of content is a very convenient (if not necessary) mechanism to attract consumers and increase their interest. This is one of the pillars of the so-called Inbound Marketing strategy. The challenge for the company lays on what kind of content to generate, through what means, and with what objectives.

4. Marketing of experiential purchases: Another trend that is both a challenge and an opportunity for businesses is the importance that consumers place on experiences and experiential aspects of consumption. Cars are not means of transportation but providers of emotions and expressions of a lifestyle; razors and shampoos are not toiletries but part of the grooming experience, etc. How do experiences provide value to consumers? How is marketing an experience,

or focusing on the experiential aspects of consumption, different from marketing a product?

### **Instructional Activities**

AF1: Training sessions and meetings with the teacher (classes, seminars, lectures, tutorials, company visits, simulations): 25hrs

AF2: Individual student work (personal study, preparation of assignments): 25hrs

AF3: Teamwork (preparation of group assignments and execution of simulations): 8hrs

AF4: Evaluation tests: 2hrs

### **Evaluation**

The evaluation will be based on:

- class participation (50%)
- Guest Speakers (50%)

The IESE Business School's Honor Code and Learning Partnership apply to all activities in this course. For individual assignments, unless explicitly stated, you should not interact with anyone else. For deliverables to be done in teams you should interact only with the members of your team.