

Driving Customer Value

Going to Market with a Customer Focus

With Driving Customer Value, learners will reach beyond traditional marketing methods. Leaders will be equipped with modern concepts and tools to effectively collect, analyze and respond to customer metrics and build a customer-centric strategy designed to win in an ever changing and highly competitive business landscape.

Through the perspective of customer value, learners will be better positioned to improve their organization's focus on customers. This course enables learners to explore and define customer value and competitive advantage within their organizations, and learn how to communicate that value to stakeholders.

Developed in Partnership with



Learners will:

- Articulate a clear, coherent value proposition for their product offering
- Demonstrate why customers should buy from them rather than from their competition
- Develop a customer-centric mindset

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Course Outline

WEEK 1

Contextualizing Customer Value

Introduction to the Resource-Advantage Theory of Competition
What is Marketing?

- Marketing Orientations
- Review - Contextualizing Customer Value

WEEK 2

Contextualizing Customer Value

The Essence of Customer Value
The Relativity of Customer Value
Understanding Customer Value Drivers
Value Maximization
Review - Conceptualizing Customer Value

WEEK 3

Extending Customer Value

Customer Satisfaction
Customer Delight
Customer Loyalty
Review - Extending Customer Value

WEEK 4

Leveraging Customer Value

Value-Based Innovation
Value-Based Competitive Advantage
Customer Value & Strategic Fit
Positioning Customer Value
Review - Leveraging Customer Value

WEEK 5

Measuring Customer Value

Performance Measurement
Marketing Metrics
Customer Equity
Review - Measuring Customer Value