



## Intro to Marketing Management

Module 1&2 October 2013-14

**Lecturer:** Dr. Liraz Lasry  
**email:** [LirazL@gmail.com](mailto:LirazL@gmail.com)

*If need be, I am happy to schedule a personal meeting or conversation about the course material or related topics. Students can also contact me by email. To ensure that you receive a response by the time in which you need it, please email me a number of days prior to the date in which you will need an answer, a meeting, etc.*

**TA:** Maya Goldstein  
**Office Hours:** Upon request  
**email:** [mayagold.tau@gmail.com](mailto:mayagold.tau@gmail.com)

### About the Course:

This course discusses the field of Marketing from a managerial standpoint. Over the course of this class the "Marketing Language" will be presented through a survey of basic concepts and basic perceptions of Marketing. These basic concepts and perceptions constitute a foundation for possible expansions and analyses in more advanced courses in the field. Discussion of these concepts will be done with an emphasis on the framework of managerial decision-making, particularly decisions relating to the creation of a "marketing plan."

### Goals of the Course:

1. Present the role of Marketing in a company and its contribution to its strategic business development
2. Develop scientific thinking ( theoretical depth and critical thinking) about the theory and practice of Marketing Management
3. Develop the ability to design and implement Marketing decisions by:
  - a. acquisition of concepts, theories and tools needed for analysis, planning, implementation and control of marketing strategies.
  - b. practicing these processes and use of these tools by analyzing situations and decisions in Marketing

## Course Requirements and Grading Breakdown for Final Grade:

### 1. Group Presentations (10%)

In the first module of the course each group will be asked to analyze a selected brand, based on the concepts of marketing, as discussed in the course. This is a short assignment, aimed at getting you acquainted with the course terminology on a more personal basis.

Your analysis will be presented in the 6<sup>th</sup> class of the first module. You are required to submit your topic and list of group members by November 2<sup>nd</sup>.

Presentation Length: five (5) minutes – no more.

Group size: 3-4 students per group. Creating the groups is the responsibility of the students, and we urge you to group up during the first week. Not all group members must present, but all group members must be present in class to answer follow-up questions.

In this short presentation you will be asked to: introduce the brand (a short background), analyze current setting (5C's and SWOT analysis), refer to target market(s) and the positioning (specifically point/s of difference and parity).

All presentations must be submitted via email a day before class, no later than 16:00.

Please avoid PREZI files. Files should be sent to both Dr. Lasry and to Ms. Goldstein's email.

### 2. Marketing Plan (40%)

The assignment will be completed and submitted in groups of 3-4 students and will include the writing of a marketing plan.

Details and directions for the marketing plan, and description of the product for which the plan is being written, will be uploaded to the class site and addressed in class.

The plan will be based on the curriculum covered over the modules of the class, and data collected and analyzed by the group.

**Please Note:** Writing effective marketing plans **takes time** and considerable effort. Students will be required to demonstrate clearly and convincingly their knowledge and understanding of basic terms, methods, frameworks studied in the course, and **original** thought about what is necessary, desirable, and the right course of action.

In light of the scope of this assignment, it is highly recommended that students work on the final assignment throughout the semester as the class progresses through the curriculum.

**Note:** The grade for the marketing plan is based, among other things, on the quality and clarity of writing, and independence of thought and originality demonstrated by members of the team. Any use of material from other students (whether from previous years or the current year), will be considered as copying and cheating.

### 3. Exam (50%)

The exam will be closed-book, but you may bring one notes sheet. Students must receive a passing grade on the **exam** to receive a passing grade in the course.

### 4. Class Attendance and Participation in Discussions (Up to 10% of final grade\*)

Participation in classes and discussions indicates the level of the student's involvement in the course, and is important for producing the best curriculum and creating fruitful and interesting discussions for you and your classmates. Students in the class come from very different fields, and therefore, each of you can improve the quality of the course by sharing insights and examples from his/her field and professional experience. **Bonus scores (see below) will be based on quality of the comments and not their quantity.**

The course is highly concentrated and an important part of learning stems from the discussions and participation in the classroom. To create ideal conditions for learning and making the most of each class, students are asked to make an effort to attend classes on time. If possible, latecomers are asked to enter the classroom together, fifteen minutes after the beginning of class or after the break. Please respect the time scheduled for class and your fellow classmates who came to class on time. Upon entering the class, please turn off phones and refrain from using laptop computers (individuals can contact me for permission with the appropriate documentation).

\* The bonus clause will not affect the majority of students in the course. The final grade for the course will be affected by this clause only in cases of especially positive involvement (such as a constant and important contribution to discussions, which will increase a grade), or, alternatively, in the case of particularly negative involvement (such as disruption or being late to class on a number of occasions). This can have a maximum effect of this portion of the final score in the amount of up to 10%.

### Grading Policy in Accordance to the Curve

The Recanati Business School has a grade curving policy for all MA/MBA courses. The curve is adhered to for the final grade of a course. As such, the average of grades in this course will fall between the range of 78-82%.

### Course Site: Moodle

Our course website will be the main medium for exchanging information. We recommend that you check it every week before class, and at the end of the course (before the exam).

You will find our presentations there before each class (at least 24 hours ahead of class). In some cases, the online presentations will be slightly different from those presented in class, so that we can have discussion in class.

More updated will be sent via email, please make sure we have your current email address.

**Every inability to meet a course assignment/requirement requires prior notification (by email) to the TA of the course**

### Course Text

The text that will accompany this course is “Marketing Management” Kotler, Philip and Keller, Kevin Lane (2011). Preferably the 14th Edition. Some of the material that we will be covering in this course is based on this text. We will cover the course material in a relatively short period of time and, therefore, we will not cover all material in the text. Where applicable, to elaborate on material covered in class, and to prepare students for the final project, students are encouraged to read the relevant chapters as outlined in the syllabus.

### Class Topics:

Introduction
What is Marketing? Approaches to Marketing, Goals of Marketing
Marketing Strategy
Situation Analysis - Market Analysis, the Industry and Competitors, Data Collection
Segmentation, Determining the Target Market
Positioning
Consumer Behavior
Introduction, Needs and Motivation
The consumer decision making process
Brand Management
What is Branding? Why Brand? Challenges of Branding
Building a Brand, Brand Values, Types of Brands, Brand extension
Pricing Brands
Marketing Communications
Building a Marketing Communication Strategy - Identifying the Target Audience, Designing the Message, Selecting Communication Channels
Communication/Media Budget, Mixed Media, Evaluation and Measuring Effectiveness

\* The schedule is subject to change. We will cover all topics as time permits.