



## Sofaer Global MBA

### 1238.2413.01 – Marketing Management

Prerequisites: None

Modules 1 & 2 – 2017/18

#### Course Section Details

Day	Hour	Classroom	Lecturer	Email	Office
Monday	11:30-14:15	Recanati 254	Dr. Liraz Lasry	LirazL@gmail.com	--

Teaching Assistant (TA): Ms. Maya Goldstein, [mayagold.tau@gmail.com](mailto:mayagold.tau@gmail.com)

Office Hours: By appointment

#### Course Units

Course Units: 2

4 ECTS (European Credit Transfer and Accumulation System) = 1 course unit

By making higher education comparable across Europe, ECTS makes teaching and learning in higher education more transparent and facilitates the recognition of all studies.

#### Course Description

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."

## Course Objectives

Upon completion of the course, the student will be able to:

1. Understand 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

## Assessment and Grade Distribution

Percentage	Assignment	Date	Group Size/Comments
0%	Read Cialis Case	Oct 30 <sup>th</sup> 2017	1 (personal)
10%	Short personal exercise	Nov 13 <sup>th</sup> 2017	1 (personal)
20%	1 <sup>st</sup> Group presentation	Nov 27 <sup>th</sup> 2017	3-4 students
40%	2 <sup>nd</sup> Group presentation (final project)	Jan 22 <sup>nd</sup> 2018	3-4 students
30%	Final project	Jan 29 <sup>th</sup> 2018	3-4 students

\*According to University regulations, a student must be present in every lesson (Article 5).

\* The lecturer reserves the right to have a student removed from a course if the student is absent from a class with mandatory participation or did not actively participate in class. (The student will remain financially responsible for the course irrespective of his/her removal from the course)

## Course Assignments

### 1. Short Personal Exercise (10%)

You will be asked to answer a short open question regarding the material and discussions we learned in class.

The exercise will be submitted as a word file by email to Maya, the TA for the course, mayagold.tau@gmail.com. If you did not receive confirmation that the file has been received within 48 hours, then the file was not received.

### 2. Group Presentations (20%)

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 Nov 7<sup>th</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.

### **3. Marketing Plan (70%)**

The assignment will be completed and submitted in groups of 3-4 students (the same group you had for the brand presentation) 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.

### **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 on the final score in the amount of up to 10%.

Should a student become unable to complete an assignment or course requirement, s/he must notify the TA of the course in advance via email

### Grading Policy

As of the 2008/9 academic year the Faculty has implemented a grading policy for all graduate level courses.

This policy applies to all graduate courses in the Faculty, and will be reflected in the final course grade.

Accordingly, the final average of the class for this course (which is a core course) will fall between 78-82%.

Additional information regarding this policy can be found on the Faculty website.

**Please note: In order to register for advanced elective courses in Marketing, your grade in this course must be at least 78%.**

### Evaluation of the Course by Student

Following completion of the course students will participate in a teaching survey in order to evaluate the instructor and the course for the benefit of the students and the university.

## Course Site (Moodle)

The course site will be the primary tool used to communicate messages and material to students. It is, therefore recommended to periodically check the course site in general, periodically, before each lesson, at end of the course as well. (For example: exam details and updates regarding assignments)

Course slides will be available on the course site.

Please note that topics which are not covered in the slides, but are discussed in class are considered an integral part of the course material and may be tested in examinations.

## Course Outline\*

Week	Date	Topics	Submission	Comments
1	Oct 23 <sup>rd</sup>	Intro & Market analysis		
2	Oct 30 <sup>th</sup>	Market analysis (2) Segmentation (1)	Read Cilais case	
3	Nov 6 <sup>th</sup>	Segmentation (2)		
4	Nov 13 <sup>th</sup>	Targeting		
5	Nov 20 <sup>th</sup>	Positioning		
6	Nov 27 <sup>th</sup>	Presentations		
7	Dec 18 <sup>th</sup>	Building brands		
8	Dec 25 <sup>th</sup>	Brand management		
9	Jan 8 <sup>th</sup>	Strategic Branding and marketing dilemmas		
10	Jan 11 <sup>th</sup> (Thursday, 14:45-17:30)	Marketing communications and creating Viral		
11	Jan 15 <sup>th</sup>	Marketing communications - Storytelling		
12	Jan 22 <sup>nd</sup>	Presentations		
		Final Project		

\*Subject to change