

**HAIFA UNIVERSITY
FACULTY OF MANAGEMENT
COURSE: MARKETING MANAGEMENT
INTERNATIONAL (209.4905) AND GLOBAL GREEN (209.8130)
MBA PROGRAMS**

Professor: Dr. Kimberlee Weaver
Office: 501 Jacobs Building
tel: 04-828-8292
email: klivnat76@gmail.com
Office hours: by appointment

COURSE DESCRIPTION

Marketing is a consumer-driven enterprise that deals with the relationships between firms and consumers. It spans a range of activities ranging from recognizing consumers' needs to following up and securing consumer satisfaction. In this class, we will examine the fundamental aspects of the marketing management process, including how managers and firms can best capture marketing insights, the development of marketing strategies and plans, the design and management of integrated marketing communications, and research and theory on tapping into global markets. We will explore both traditional marketing techniques as well as contemporary approaches including internet, viral, and social media marketing.

OBJECTIVES

1. Develop your understanding of the basic concepts of marketing management.
2. Use case studies and examples to extract common principles that can then be applied to novel real-world marketing problems in other situations/industries.
3. Provide a foundation for more advanced marketing courses.

LEARNING METHODS

We will use textbook readings, case studies, in class examples, and real world marketing problems to understand the theories and principles of marketing management. In addition, you will participate as part of a two or three person team to conduct an analysis of a company of your choice. You will then describe how marketers can use the *weapons of influence* outlined by Cialdini (2010) in a way that will increase the firm's profitability and benefits to consumers. We will also analyze three Business School cases as part of the course.

READING MATERIALS

Readings

Readings for class will be posted on the course website (moodle) the week before class and will consist of chapters from textbooks, research articles, articles from the popular press, and three Business School cases. Students should do the reading for each week *before* the class session in order to be prepared to discuss the material in class.

Class notes

An outline of the slides used in class lectures will be made available on the course website after each lecture. The notes are not intended to be exhaustive and are meant to be a useful learning tool, but are not a substitute for class attendance and careful and thoughtful note-taking and discussion during class.

GRADING

Class attendance and active participation:	15%
Case summaries:	10% (three 3.33% each)
Group project + presentation:	20%
Final examination:	55%

Class attendance and active participation

Class attendance and participation is an important component of this course. Your thoughtful contributions to class discussion and constructive responses to others' discussion points are particularly important. Students are expected to do the assigned readings before class and come ready to discuss them. The grading for this component will depend on the quality and not just quantity of contributions in class.

Case summaries

We will be discussing three cases in class this semester. To help you think about and process information about the cases in advance of class, please prepare a one page preparation sheet of the case prior to the relevant class. These will be graded as check +, check, or check – depending on the quality of the analysis. If you are not able to turn in a case preparation assignment by the date of the class on which the case will be discussed please contact me before the due date. Late assignments will not be accepted without prior approval.

Group project

In his book, *Influence*, world renown marketing professor Dr. Robert Cialdini outlines 6 *weapons of influence* that can be used to bring about persuasion. We will be reviewing

these *weapons* in class and in the readings. You will divide into groups of 2-3 students and will choose an industry, product, or service that interests you. Your group will then describe in 5 pages or less how you would apply four of these *weapons* to that industry in a way that will help the company—e.g., by increasing customer satisfaction, by increasing the number of people who use the product, by increasing the rate of usage of current customers, etc.. Each group will turn in one paper and do a presentation in front of class describing your proposal. This project provides an opportunity to practice consumer research and apply persuasive techniques to a real-world marketing problem.

Final examination

The final examination will constitute 55% of your grade and will be divided into two portions a “closed book” section and an “open notes” component. The exam will cover all relevant materials from the class readings, lectures, cases, and class discussions.

COURSE CONTENT

<p>1 Introduction</p>	<ul style="list-style-type: none"> ▪ What is marketing? Why it is important? ▪ The scope of marketing ▪ Basic framework of the marketing plan ▪ Core concepts
<p>2 Understanding the Consumer: Market research</p>	<ul style="list-style-type: none"> ▪ Collecting information ▪ Marketing intelligence ▪ Types of market research: surveys, focus groups, observational learning ▪ Forecasting demand ▪ Measurement of marketing outcomes ▪ <i>Case: Clorox</i>
<p>3 Buyer Behavior</p>	<ul style="list-style-type: none"> ▪ Consumer behavior: Insights from research ▪ Cultural and social factors ▪ The decision making process ▪ Biases in judgment and decision making ▪ Cognitive dissonance and buyer behavior
<p>4 Marketing Segmentation</p>	<ul style="list-style-type: none"> ▪ Identifying segments and targets: geographic, demographic, psychographic ▪ Effective targeting ▪ Business versus consumer targets ▪ <i>Case: Sony targets laptop consumers in China: Segment global or local?</i>
<p>5 Competition, Positioning and Branding</p>	<ul style="list-style-type: none"> ▪ SWOT analysis ▪ Analyzing competitors ▪ Crafting a positioning strategy ▪ Points-of-parity and points-of-difference ▪ Differentiation strategies

6 Integrated Marketing Communications	<ul style="list-style-type: none"> ▪ Determining objectives ▪ Deciding on the marketing communications mix ▪ e-marketing, internet and social media marketing ▪ <i>Case: Nike Football world cup 2010 South Africa</i>
7 Marketing Communications II	<ul style="list-style-type: none"> ▪ Designing communications ▪ Evaluating the success of marketing efforts ▪ The costs and benefits of mass market versus targeted market strategies ▪ Group project on weapons of influence due
8 Wrap up	<ul style="list-style-type: none"> ▪ In class closed book portion of the exam ▪ Wrap up of course

Course content and scheduling

- **Meeting 1** (10.3.17): Introduction
- **Meeting 2** (17.3.17): Understanding the Consumer: Market research
 - **Case: Clorox**
- **Meeting 3** (24.3.17): Buyer Behavior
- **Meeting 4** (31.3.17): Marketing Segmentation
 - **Case: Sony targets laptop consumers in China: Segment global or local?**
- **Meeting 5** (7.4.17): Competition, Positioning and Branding
- **Meeting 6** (21.4.17): Integrated marketing communications
 - **Case: Nike Football world cup 2010 South Africa**
- **Meeting 7** (28.4.17): Marketing communications II
 - **Group project due**
- **Meeting 8** (5.5.17): In class portion of exam
Wrap up of course