

**HAIFA UNIVERSITY  
FACULTY OF MANAGEMENT  
COURSE: MARKETING MANAGEMENT  
GLOBAL GREEN MBA PROGRAM**

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**COURSE DESCRIPTION**

In this course, we will explore core marketing concepts by learning relevant terminology, definitions, and frameworks. We will then observe how those concepts are implemented in real world contexts by reading and discussing case studies across a variety of industries and products. While many fundamentals of marketing are relevant regardless of whether one is marketing a product, service, or idea, we will additionally focus on how classic marketing concepts and frameworks can be tailored specifically to “Green,” environmental, and sustainability contexts in a way that increases interest in and participation in campaigns and programs relevant to the Green / sustainability context.

**OBJECTIVES**

1. Learn key fundamental marketing concepts, definitions, and frameworks
2. Observe how those concepts have been put to work in real world settings by reading business cases relevant to Green and Sustainability contexts as well as other relevant contexts. We will learn from those real world examples principles that can fruitfully be extracted and applied to the novel marketing problems we are facing and will be facing in our own lives.
3. Understand how principles of persuasion and influence can be relevant to creating environmental and behavioral change



## LEARNING METHODS

In this class, we will learn the fundamentals of marketing management and observe how those principles and fundamentals have been implemented successfully (and unsuccessfully) in the real world by reviewing variety of case studies, in class examples, in class discussions, and real world marketing problems. We will use these cases and examples to help us begin to practice thinking about marketing and with an eye toward extracting general principles that may be broadly applicable across other cases in the future.

## READING MATERIALS

Readings for class will consist of chapters from textbooks, research articles, articles from the popular press, and Business School cases. You are required to do the reading for each week *before* the class session in order to be prepared to discuss the material in class.

## GRADING

<b>Attendance and participation:</b>	<b>10%</b>
<b>Case summaries:</b>	<b>30% (10% each)</b>
<b>Case presentation:</b>	<b>20%</b>
<b>Group project and presentation:</b>	<b>20%</b>
<b>Quiz (closed book):</b>	<b>20%</b>

## 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 must 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

This is an individual assignment and each student should do his/her own work on it. We will be reading in full three cases in class this semester (Clorox, Patagonia, and Case 3). To help you think about and process information about the cases in advance of class, you will prepare and hand over a preparation sheet that answers the case questions (posted on Moodle) and submit it to Moodle **PRIOR** to the relevant class. These will be graded on the basis of the quality of the analysis. If you are not able to turn in a case assignment by the due date please contact me beforehand. Late assignments will not be accepted without prior approval.

## GROUP PROJECT

For your project, you will work with one other student in a group to select a topic (like a product, brand, service, industry, organization or idea) of your choice. Since you will be spending time thinking about this project, it will be most useful if you choose a topic that is of real world importance to you and that you find intrinsically interesting. I will be more than happy to help you discuss possibilities. Once you have settled on a topic, you will choose four of the six Weapons of Influence discussed by Psychologist Robert Cialdini and apply them to your topic. For a full outline of expectations for this project, please see the group project information sheet posted to Moodle on class session 3.

## CASE PRESENTATIONS

In addition to the three “common cases” that everyone will be reading closely, students will also partner with one other person to present in class an additional case focusing on a different topic related to Green marketing, Nonprofit marketing, or another relevant issue. The group that is presenting a specific case should present it in an approximately 30 minute class PowerPoint presentation, outlining a brief background of the company / organization and the major marketing considerations that are being faced by it (i.e., the topic of the case).

## COURSE CONTENT

<p><b>1</b> <b>Introduction</b></p>	<ul style="list-style-type: none"> <li>▪ Overview</li> <li>▪ What is marketing</li> <li>▪ Basic concepts</li> <li>▪ New developments vs. traditional framework. What has changed and what remains the same?</li> </ul>
<p><b>2</b> <b>Market research</b></p>	<p><b>Case + case assignment: The Clorox Company: Leveraging Green for Growth</b></p> <ul style="list-style-type: none"> <li>▪ Market research – what is it and why do we need it</li> <li>▪ Quantitative vs. Qualitative</li> <li>▪ Primary vs. Secondary</li> <li>▪ Different ways of collecting data and advantages and disadvantages of each</li> </ul>
<p><b>3</b> <b>Market Segmentation + Weapons of Influence</b></p>	<ul style="list-style-type: none"> <li>▪ What is segmentation, why do we do it, how do we do it</li> <li>▪ Basic marketing frameworks: STP, SWOT, PEST, 4P's</li> <li>▪ Similarities between for profit and non-profit segmentation strategies</li> <li>▪ Weapons of Influence: Techniques of Persuasion Prof. Robert Cialdini</li> </ul>



<p><b>4 Pricing</b></p>	<p><b>Case + case assignment: Patagonia</b></p> <ul style="list-style-type: none"> <li>▪ Pricing</li> <li>▪ Product life cycle</li> <li>▪ Value proposition – what makes your product, service, idea unique?</li> </ul>
<p><b>5 Branding</b></p>	<ul style="list-style-type: none"> <li>▪ Developing a strong brand</li> <li>▪ Differentiating from competitors</li> </ul>
<p><b>6 Consumer Behavior</b></p>	<p><b>Case + case assignment:</b></p> <ul style="list-style-type: none"> <li>▪ Consumer behavior research</li> <li>▪ The consumer decision process</li> <li>▪ Economic vs. psychological view</li> <li>▪ Defaults</li> <li>▪ Cognitive dissonance</li> <li>▪ Rationality</li> <li>▪ Decision making under uncertainty</li> </ul>
<p><b>7 Metrics, evaluation</b></p>	<ul style="list-style-type: none"> <li>▪ New developments in marketing techniques, social media</li> <li>▪ Evaluating success of marketing efforts</li> </ul>
<p><b>8 Group Project Presentations</b></p>	<ul style="list-style-type: none"> <li>▪ Group presentations</li> </ul>

**Summary**

Meeting 1 (21.2.19)

**Introduction**

Meeting 2 (28.2.19)

**Market Research**

**\*DUE: CASE WRITE UP CLOROX CASE**

Meeting 3 (7.3.19)

**Market Segmentation + Weapons of Influence**

Meeting 4 (14.3.19)

**Pricing**

**\*DUE: CASE WRITE UP PATAGONIA CASE**

**MARCH 21**

**NO CLASS UNIVERSITY HOLIDAY**

Meeting 5 (28.3.19)

**Branding**

\*Meeting 6 (4.5.19)

**Consumer Behavior**

**\*DUE CASE WRITE UP CASE 3**

\*Meeting 7 (12.4.19)

**Metrics, evaluation**

**APRIL 18 + 25**

**NO CLASS UNIVERSITY HOLIDAY**

**\*Meeting 8 (3.5.19)**

**Group Presentations**

**\* Meetings 6-8 will take place on Fridays from 11:00-2:00**