

**HAIFA UNIVERSITY  
FACULTY OF MANAGEMENT  
COURSE: MARKETING STRATEGY  
MBA PROGRAM**

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**COURSE DESCRIPTION**

Marketing is the process by which firms, organizations, and other agents of influence attempt to “create, communicate, deliver, and exchange offerings that have value for customers, clients, partners, and society at large” (AMA, 2013). In this course, we will explore ideas relevant to this definition of marketing by first conducting an in depth examination of the concept of customer value and then build upon our understanding of value and other core marketing concepts to learn how to think strategically about marketing. While many fundamentals of marketing strategy are relevant to both domestic and international contexts, we will emphasize international contexts when relevant.

**OBJECTIVES**

1. Understand the underlying principles behind consumer value.
2. Use case studies and real world examples to analyze real-world marketing problems and extract principles from specific cases that we can apply to novel strategic marketing problems.
3. Analyze marketing situations and make decisions.

## LEARNING METHODS

We will use a variety of examples—including case studies, in class examples, and real world marketing problems—to review, reinforce, and build on the theories and principles of marketing management with an eye toward understanding what motivates consumers in their marketplace activities. From these principles we will discuss how to develop marketing strategies and specify specific marketing tactics to meet marketing goals and objectives.

## READING MATERIALS

### Readings

Readings for class will be posted on the course Moodle website the week before class. 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 for the class notes will be made available on the course website the day before each lecture. These notes are not meant to be exhaustive and are not meant to be a substitute for class attendance and careful and thoughtful note-taking and discussion during class. They are a framework to keep track of some of the main ideas and terms presented in class.

## GRADING

<b>Attendance and participation:</b>	10%
<b>Case summaries:</b>	30% (10% each)
<b>Final:</b>	60%

### 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 Harvard Business School cases in class this semester: Nike Football: World Cup 2010 South Africa, Harley Davidson Brand Community; and Coca



Cola on Facebook. Each student should read each case carefully and prepare a preparation sheet of each case prior to the relevant class. These will be graded 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.

## COURSE CONTENT

<p><b>1</b> <b>Introduction:</b> <b>consumer wants</b> <b>and needs</b></p>	<ul style="list-style-type: none"> <li>▪ Outline of the course</li> <li>▪ Foundations of human motivation</li> <li>▪ Hierarchy of needs</li> <li>▪ Product positioning strategies</li> <li>▪ Formation of groups</li> </ul>
<p><b>2</b> <b>Marketing</b> <b>segmentation +</b> <b>positioning</b></p>	<ul style="list-style-type: none"> <li>▪ <b>Case: Nike Football World Cup 2010</b></li> <li>▪ Identifying segments and targets</li> <li>▪ Effective targeting: where, when, how to reach target audience</li> <li>▪ Differentiation strategies</li> <li>▪ Business versus consumer targets</li> </ul>
<p><b>3</b> <b>Consumer</b> <b>behavior</b></p>	<ul style="list-style-type: none"> <li>▪ Consumer behavior: insights from research</li> <li>▪ Judgment and decision making</li> <li>▪ Defaults</li> <li>▪ Cognitive dissonance</li> <li>▪ Of interest: choice overload / feature fatigue</li> </ul>
<p><b>4</b> <b>Word of mouth</b> <b>and social</b> <b>influence +</b> <b>branding</b></p>	<ul style="list-style-type: none"> <li>▪ <b>Case: Harley Davidson Case: Building Brand Community on the Harley Davidson Posse Rise</b></li> <li>▪ Brand communities</li> <li>▪ Principles of social group membership: belongingness + social influence</li> <li>▪ Social Proof and other Weapons of Influence</li> <li>▪ Word of mouth and position in the social network</li> </ul>
<p><b>5</b> <b>Culture</b></p>	<ul style="list-style-type: none"> <li>▪ Culture: collectivist vs. individualistic</li> <li>▪ Branding + positioning: costs &amp; benefits of local vs. global</li> <li>▪ Sony VAIO</li> <li>▪ Haagen Dazs</li> </ul>
<p><b>6</b> <b>Integrated</b> <b>Marketing</b> <b>Communications</b></p>	<ul style="list-style-type: none"> <li>▪ <b>Case: Coca Cola on Facebook</b></li> <li>▪ Determining marketing objectives</li> <li>▪ Evaluating the success of marketing efforts</li> <li>▪ e-marketing, internet and social media marketing</li> <li>▪ Reaching the reluctant consumer: <i>Ford Fiesta</i></li> </ul>
<p><b>7</b> <b>Marketing</b> <b>Communications</b> <b>II</b></p>	<ul style="list-style-type: none"> <li>▪ Designing communications</li> <li>▪ Evaluating the success of marketing efforts</li> <li>▪ The costs and benefits of mass market versus targeted market strategies</li> <li>▪ SWOT analysis</li> <li>▪ Analyzing competitors</li> <li>▪ Crafting a positioning strategy</li> <li>▪ Points-of-parity and points-of-difference</li> <li>▪ Differentiation strategies</li> </ul>



8 Final exam	▪ Final exam in class
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Summary

Meeting 1 (21/7/17):	<b>Introduction: Consumer wants and needs</b>
Meeting 2 (28/7/17):	<b>Marketing segmentation and positioning</b> <b>Due: Case write up Nike World Cup 2010</b>
Meeting 3 (4/8/17):	<b>Consumer behavior</b>
Meeting 4 (11/8/17):	<b>Word of mouth and social influence + branding</b> <b>Due: Case write up Harley Davidson</b>
Meeting 5 (18/8/17):	<b>Culture</b>
Meeting 6 (25/8/17):	<b>Integrated marketing communications</b> <b>Due: Case Write up Coca Cola on Facebook</b>
Meeting 7 (8/9/17):	<b>Marketing communications II</b> <b>Review for exam</b>
Meeting 8 (15/9/17):	<b>Final Exam (in class)</b>