

## MARKETING MANAGEMENT (INFORMATION SERVICES)

Lecture: Dr. Yoel Asseraf

E-mail: [research.yoel@gmail.com](mailto:research.yoel@gmail.com);

Office hours: by appointment

Tuesday: 13:00-16:00

Room 205, Jacob Building

### Course Goals

Marketing is crucial for firms' performance. It deals with the relationships between firms and customers/consumers. Since this is the first marketing class for most of you, we shall study its *language* first. Later, we shall focus on developing your ability to analyze and critically examine a firm's activity using a marketing perspective. This course is designed to provide you with *basic* concepts/tools and prepare you for advanced courses. In addition, I believe in active learning, therefore, you will need to learn (in teams) and present to class the marketing strategy of some of the leading global marketing information services firms (e.g., Nielsen, IMS, J.D. Power). I hope that during the course, you will get used to thinking in "marketing" and understand its importance. In sum, we aim:

1. To develop your grasp of the basic concepts of marketing management
2. To develop a set of tools for managing marketing operations
3. To continue your preparation for more advanced marketing courses

### Course Contents

<b>1 Introduction</b>	<ul style="list-style-type: none"> <li>▪ What is marketing? Why it is important?</li> <li>▪ What is marketing management?</li> <li>▪ Key markets/strategies: B2C, B2B, Global</li> <li>▪ Marketing in the 21<sup>th</sup> century</li> <li>▪ Strategic orientations</li> <li>▪ The marketing plan: basic framework</li> <li>▪ The marketing manager</li> </ul>
<b>2 Market Research</b>	<ul style="list-style-type: none"> <li>▪ Collecting information</li> <li>▪ Market orientation</li> <li>▪ Needs and trends</li> <li>▪ PEST analysis</li> <li>▪ Primary and secondary data</li> <li>▪ Market research design: surveys and focus groups</li> </ul>
<b>3 Consumer Behavior</b>	<ul style="list-style-type: none"> <li>▪ Consumer behavior</li> <li>▪ Cultural, social and personal factors</li> <li>▪ Maslow's pyramid</li> </ul>

	<ul style="list-style-type: none"> <li>▪ Buying decision process and irrationality</li> <li>▪ Cognitive dissonance</li> </ul>
<b>4 Segmentation</b>	<ul style="list-style-type: none"> <li>▪ Bases of segmentation</li> <li>▪ Harley-Davidson in Israel (class analysis)</li> <li>▪ Effective targeting</li> <li>▪ Mass versus tailor made offers</li> </ul>
<b>5 Industry/ Competition</b>	<ul style="list-style-type: none"> <li>▪ Market players</li> <li>▪ Industry attractiveness analysis (5/6 forces)</li> <li>▪ Product Life Cycle: strategies</li> <li>▪ SWOT analysis</li> </ul>
<b>6 Positioning/ Branding</b>	<ul style="list-style-type: none"> <li>▪ Differentiation</li> <li>▪ Positioning (perceptual map)</li> <li>▪ Starbucks positioning</li> <li>▪ Branding: 3 definitions</li> <li>▪ Optional: the brand/product manager and the brand manual</li> </ul>
<b>7 Marketing Mix</b>	<ul style="list-style-type: none"> <li>▪ Place: channels, distribution</li> <li>▪ Promotion: media types</li> <li>▪ Design communication: the brief</li> <li>▪ Public relationship</li> <li>▪ Summary</li> </ul>

## Course Materials

Textbook: We shall use Kotler and Keller's **Marketing Management** (2012, Global Edition, 14th edition; Pearson). Additionally, you should master the material (including examples) in our lectures and class discussions.

### Papers:

1. **Technology Hears a Who** by Gordon Wyner (*Marketing News*, September 2015, 28-30)
2. **From the four Ps to the four 'Why's'** by Chekitan S. Dev and Don Schultz (*Marketing News*, September 2015, 41-47)

## Course Requirements

I assume that you are excellent students, who aspire to get value for the money/effort you invest. Thus, I know that you will attend all class meetings and actively participate on a regular basis. However, because you seek value for your investment, I will not take attendance. The final exam will assess your understanding of the course.

## Grading

- **Final exam: 75% of your grade** (The exam will cover all relevant materials in our text, lectures, and class discussions).
- **Team presentation: 15% of your grade.** Each meeting (starting from meeting 3) we will start with a presentation by a team of 4 students. The team will prepare and present a 10 minutes/10 slides presentation, and submit a hard copy. The aim of the presentations is to help us learn about the leading global marketing information services firms. Pls. answer these questions:
  - What are the revenues of the firm in the last three years?
  - Where the firm play? Industry? territory? value chain? products?
  - Who are the main target audiences? (Pls. provide examples).
  - What are the unique capabilities of the firm?
  - What is the positioning of the firm?
  - How the firm market itself? (Pls. provide examples).

List of firms for this task: (each team should work on a different firm)

- *Nielsen Holdings (Nielsen.com)*
  - *KANTAR (Kantar.com)*
  - *IMS Health (IMShealth.com)*
  - *IPSOS S.A (Ipsos-NA.com)*
  - *GFK SE (GFK.com)*
  - *IRI (IRIworldwide.com)*
  - *WESTAT INC. (Westat.com)*
  - *DUNNHUMBY LTD. (dunnhumby.com)*
  - *INTAGE Group (INTAGE.com)*
  - *J.D. POWER (JDPower.com)*
- **Active participation in class discussions: 10% of your grade.**

### Scheduling

- **Meeting 1 (5.7.16):** Introduction to Marketing 1
- **Meeting 2 (12.7.16):** Introduction to Marketing 2
- **Meeting 3 (26.7.16):** Market Research (presentation by team 1)
- **Meeting 4 (26.7.16) :** Consumer Behavior (presentation by team 2)
- **Meeting 5 (2.8.16):** Segmentation (presentation by team 3)
- **Meeting 6 (9.8.16):** Competition (presentation by team 4)
- **Meeting 7 (16.8.16):** Positioning (presentation by team 5), **option: ZARA**
- **Meeting 8 (23.8.16) :** Marketing Mix and Summary (presentation by team 6)

Good luck and enjoy the class!

Dr. Yoel Asseraf