**Course 4150: Marketing Management**

**Instructor:** Dr. Yoyl Asraf

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**Semester:** Fall

**Course Overview:**

Today, it is impossible to lead organizations without a strategic marketing mindset, especially in a wide variety of companies and industries. As this is the first marketing course for most of you, we will start by learning the marketing language. In the next stage, we will develop marketing skills and abilities, especially analytical and thinking skills. The course is designed to provide basic concepts and models in marketing for subsequent advanced courses. I hope you will learn to think “marketing” in all aspects of management.

**Course Topics:**

1. **Introduction**
   - Vision and strategy according to *Playing to Win* (High Level)
   - What is marketing? Why is it important?
   - What is marketing management?
   - Key markets: B2C, B2B, Global
   - Marketing in the 21st century
   - Strategic orientations
   - The marketing plan: basic framework
   - The marketing manager

2. **Market Research**
   - **Team Presentation #1: Limited Editions**
   - Collecting information
   - Market orientation
   - Needs and trends
   - PEST analysis
   - Primary and secondary data
   - Market research design: surveys and focus groups

3. **Consumer Behavior**
   - **Team Presentation #2: Line Extensions**
   - Consumer behavior
   - Cultural, social and personal factors
   - Maslow’s pyramid
   - Buying decision process and irrationality
   - Cognitive dissonance

**Meeting Dates:**

19/12, 12/12, 5/12, 28/11, 21/11, 14/11, 7/11, 31/10

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**Professor’s Office:**

3498838

Mount Carmel, Haifa 3498838

http://management.haifa.ac.il
| 4 Segmentation |  Team Presentation #3: Tradeshows  
| | Bases of segmentation  
| | Harley-Davidson in Israel (class analysis)  
| | Effective targeting  
| | Mass versus tailor made offers  
| 5 Industry/Competition |  Team Presentation #4: Private Labels  
| | Market players  
| | Industry attractiveness analysis (5/6 forces)  
| | Product Life Cycle: strategies  
| | SWOT analysis  
| 6 Positioning/Branding |  Team Presentation #5: Public Relations  
| | Differentiation  
| | Positioning (perceptual map)  
| | Starbucks positioning  
| | Branding: 3 definitions  
| | Optional: the brand/product manager and the brand manual  
| 7 Marketing Mix |  Team Presentation #6: Digital Marketing  
| | Place: channels, distribution  
| | Promotion: media types  
| | Summary  
| 8 |  Completion of the material  
| | Instructions for the test  
| | Optional 1: Zara International Strategy  
| | Optional 2: Outside-in or Inside-out Strategy?  

דרישות המקורה

1. המבחן: המבחן יאשר לך להוכחת את הידע שלך והיוו יקיום בשיטת האמריקאית (חומר סגור). ה практически לכל אוד הקורס, כל חוכית הפגוש, מסגר הקורס ומ İzון.

2. התוכן מהקורס: החל מה matériaה בסיסיתKH 10 דקות מקסימיים, מתכון הצילום והצלחתו של החומר, קבוצת פריטים דוגמאות Dx 2 עד 3 מעולם הענין. כל הסטודנטים בצוות חייבים להשתתף בהצגה בכיתה.

הרכבה המйтесь

1. המבחן: 80%  
2. כתבה התוכן: 10%  
3. הרצאות: 10%
1. The course consists of presentations by the lecturer, which will be available through the model. All presentations are in English.

2. The course book:
- Marketing management - 11th edition - Kotler & Kowsnik, Israel University of Haifa

The content of the course is based on this book.

Recommended books and articles:


Playing to Win. A.G.Lafley and Roger Martin (2012), HBR


Articles for managers on marketing topics:

Marketing News, American Marketing Association:
- Why Segment in the Digital Era?
- Comparing Different Marketing Research Methodologies
  https://www.ama.org/publications/MarketingNews/Pages/market-research-uncertain-future.aspx
- Strategies for Marketing Abroad
  https://www.ama.org/publications/MarketingNews/Pages/using-market-research-market-overseas.aspx

Good luck!