

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

Professor: Dr. Kimberlee Weaver  
Room: 617 Jacobs building  
tel: 04-828-8292  
email: klivnat76@gmail.com  
office hours: by appointment

**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” (American Marketing Association, 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 building 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. Develop your understanding of the basic concepts of marketing management.
2. Understand the underlying principles behind consumer value.
3. Use case studies and real world examples to analyze real-world marketing problems in order to extract common principles that can then be applied to novel real-world marketing problems in other situations/industries
4. 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 presented in both traditional and multi-media formats to understand the theories and principles of marketing management. We will analyze these cases with the goal of extracting principles that we can apply to future marketing contexts. In addition, each student will participate as part of a two or three person team to conduct an analysis of a company of your choice. The team 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 for class will be posted on the course website (Moodle) the week before class and will consist of chapters from textbooks (including some excerpts from the Cialdini book), 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

In order to give an overarching framework of some of the main ideas and terms presented in class, an outline of the slides used in class lectures will be made available on the course website the day before each lecture. These notes are designed to give you a framework to keep track of some of the main ideas and terms presented in class. The notes are not comprehensive—and are not a substitute for class attendance and careful and thoughtful note-taking and discussion during class.

## GRADING

<b>Attendance and participation:</b>	10%
<b>Case summaries:</b>	15% (5% each)
<b>Group project:</b>	15%
<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 reading in full three cases in class this period. 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. 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 60% of your grade. This “closed book” exam will cover all relevant materials from the class readings, lectures, cases, and class discussions.

## COURSE CONTENT

<p><b>1</b> <b>Introduction:</b> <b>wants and needs</b></p>	<ul style="list-style-type: none"> <li>▪ What is marketing? Why it is important?</li> <li>▪ The scope of marketing</li> <li>▪ Basic framework of the marketing plan</li> <li>▪ Core concepts</li> <li>▪ Foundations of human motivation</li> </ul>
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	<ul style="list-style-type: none"> <li>▪ Product positioning strategies</li> <li>▪ Formation of groups</li> </ul>
<p><b>2</b> <b>Understanding the consumer: Market research and positioning</b></p>	<ul style="list-style-type: none"> <li>▪ <b>Case: Sony targets laptop consumers in China: Segment global or local?</b></li> <li>▪ Business versus consumer targets</li> <li>▪ Collecting information</li> <li>▪ Marketing intelligence</li> <li>▪ Types of market research: surveys, focus groups, observational learning</li> <li>▪ Forecasting demand</li> <li>▪ Measurement of marketing outcomes</li> </ul>
<p><b>3</b> <b>Consumer 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>Marketing segmentation</b></p>	<ul style="list-style-type: none"> <li>▪ <b>Case: Nike Football World Cup 2010</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 Marketing Communications</b></p>	<p><b>Case: Maersk Line: B2B Social Media—“It's Communication, Not Marketing”</b></p> <ul style="list-style-type: none"> <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 Communications II</b></p>	<ul style="list-style-type: none"> <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> <li>▪ Group presentations</li> </ul>
<p><b>8</b> <b>Presentations</b></p>	<ul style="list-style-type: none"> <li>▪ <b>Group presentations</b></li> </ul>

**Summary**

Meeting 1 (23/2/18):

Meetings 2 and 3 (2/3/18):

Meeting 4 (9/3/18):

**Introduction: Consumer wants and needs**

**Market research, marketing segmentation and positioning**

**Due: Case write up Sony Vaio in China**

**Consumer behavior**

**\*This is a double session**

**Positioning and branding**

**Meeting 5 (16/3/18):**

**Meeting 6 (23/3/18):**

**Meeting 7 (27/4/18):**

**Meeting 8 (4/5/18):**

**Final exam (8/5/18)**

**Due: Case write up Nike World Cup South Africa**

**Culture**

**Integrated marketing communications**

**Due: Case write up Maersk Line**

**Marketing communications II**

**Group presentations**

**Group presentations**