



**HAIFA UNIVERSITY
FACULTY OF MANAGEMENT
COURSE: MARKETING STRATEGY
REGULAR 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. Analyze marketing situations and make decisions.
2. Use case studies and real world examples to analyze real-world marketing problems and extract principles from those specific instances that can be applied to novel strategic marketing problems.
3. Analyze marketing situations and make decisions



LEARNING METHODS

We will use a variety of 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 developing marketing strategies and specifying specific marketing tactics to meet business goals and objectives. We will be reading multiple Harvard Business Cases. These cases are used to provide a context for real world strategic marketing problems that companies have faced in the international marketing sphere. We will use them in an effort to practice thinking strategically 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 be consist of chapters from textbooks, research articles, articles from the popular press, and Business School cases. Please 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. 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

Attendance and participation:	10%
Case summaries:	30% (10% each)
Final:	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, SONY targets laptop customers in China: Segment Global or Local; 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

1 Introduction: consumer wants and needs	Outline of the course <ul style="list-style-type: none"> Foundations of human motivation Hierarchy of needs Product positioning strategies Formation of groups
2 Marketing segmentation + positioning	Case: Nike Football World Cup 2010 <ul style="list-style-type: none"> Identifying segments and targets Effective targeting: where, when, how to reach target audience Differentiation strategies Business versus consumer targets
3 Consumer behavior	Consumer behavior: insights from research <ul style="list-style-type: none"> Judgment and decision making Defaults Cognitive dissonance Of interest: choice overload / feature fatigue
4 Word of mouth and social influence + branding	Case: SONY Targets Laptop Customers in China: Segment Global or Local? <ul style="list-style-type: none"> Brand communities Principles of social group membership: belongingness + social influence Social Proof and other Weapons of Influence Word of mouth and position in the social network
5 Culture	Culture: collectivist vs. individualistic <ul style="list-style-type: none"> Branding + positioning: costs & benefits of local vs. global Sony VAIO Haagen Dazs



6 Integrated Marketing Communications	Case: Coca Cola on Facebook <ul style="list-style-type: none"> Determining marketing objectives Evaluating the success of marketing efforts e-marketing, internet and social media marketing Reaching the reluctant consumer: Ford Fiesta
7 Marketing Communications II	Designing communications <ul style="list-style-type: none"> Evaluating the success of marketing efforts The costs and benefits of mass market versus targeted market strategies SWOT analysis Analyzing competitors Crafting a positioning strategy Points-of-parity and points-of-difference Differentiation strategies
8 Wrap up	NOTE THIS CLASS TAKES PLACE FRIDAY 24.8 FROM 8-11 AM

Summary

Meeting 1 (12/7/18):

Meeting 2 (19/7/18):

Meeting 3 (26/7/18):

Meeting 4 (2/8/18):

Meeting 5 (9/8/18):

Meeting 6 (16/8/18):

Meeting 7 (23/8/18):

Meeting 8 (24/8/18):

Introduction: Consumer wants and needs

Marketing segmentation and positioning

***Due: Case write up Nike World Cup 2010**

Consumer behavior

Word of mouth and social influence + branding

***Due: Case write up SONY targets laptop customers in**

China: Segment Global or Local?

Culture

Integrated marketing communications

***Due: Case Write up Coca Cola on Facebook**

Marketing communications II

Wrap up

***Note: this class takes place 24.8.18 at 8:00am**