



## Sofaer Global MBA

# 1238.2413.01 - Marketing Management

Prerequisites: None

Module 2&3 – 2021/22

### Course Section Details

Section	Day	Hour	Lecturer	
Class	Module 2 Wednesdays	10:00-12:45	Inbal Stockheim TA: TBA	<a href="mailto:inbalstock@gmail.com">inbalstock@gmail.com</a>
	Module 3 Tuesdays	12:45-15:30		

Inbal's office hours: By appointment

### Course Units

2 course units = 8 ECTS units

The ECTS (European Credit Transfer and Accumulation System) is a framework defined by the European Commission to allow for unified recognition of student academic achievements from different countries.

### Course Description

**The course setting:** Marketing is an essential driving force of product and business success. Successful marketing is about generating *unique value*, that is *cherished by consumers* and is *differentiated from competitive offerings*. To accomplish marketing success requires a keen understanding of the market environment and of consumer needs, formation of a profitable business model and interaction with selected customers segments. These three pillars:

analysis of the environment, business model formation and the marketing mix are the building blocks of the marketing management course.

**The course goal:** The course is aimed to satisfy the needs of individuals who have a venture, those who wish to develop a venture or those who strive for executive marketing positions in organizations. The course provides a structured framework for the development of an executable, value-maximizing marketing plan.

**How?**

To achieve these goals, the course will combine lectures, individual and group exercises, case study analyses and guest lectures. I expect students to come prepared for discussions and to actively participate in class activities and lectures, that are key to a successful learning experience.

## Course Objectives

Upon completion of the course, you will be able to:

1. Critically analyze the business environment, competitive forces and customer needs and draw valuable business insights.
2. Formulate a business model that draws from your analysis of customer segmentation, targeting and positioning.
3. Devise a plan for implementation of the business model based on the marketing mix components.
4. Strategically analyze real life business cases and integrate theory into practical applications.
5. Develop a marketing plan for your own businesses (in groups).

## Assessment and Grade Distribution

Grade weight	Assignment	Requirements	Individual/team
30%	Case submissions	Written case analysis for submission	In pairs
30%	Group presentations	Work together to present a new business marketing plan	In groups
30%	Final Quiz	Implement theories and concepts	Individually
10%	Attendance and contribution	Prepare and actively participate in class discussions and exercises	Individually

\*According to University regulations, a student must be present in every lesson (Article 5).

\* The lecturer reserves the right to have a student removed from a course if the student is absent from a class with mandatory participation or did not actively participate in class. (The student will remain financially responsible for the course irrespective of his/her removal from the course)

## Course Assignments

### Cases Studies Length 5 pages

#### Purpose?

Case reports enable students to define marketing challenges, analyze them and draw conclusions and recommendations. They are also a valuable tool for developing written communication skills, and for problem solving in authentic managerial circumstances.

#### How?

The written case report should not exceed 2 typed pages, double spaced, 12 font size. Submission is by email to the TA. A printed version should be prepared for class discussions.

#### **To write the case report follow these general steps (more details will follow)**

- Read the entire case through to the end.
- Then read it again and write some comments to yourself.
- Decide what key challenges the company is facing, focus on the main topic of the case.
- Follow the specific question/s for this case (market analysis, value offering strategy formation etc.)
- Provide your recommendations for the key factors and main focus.
- Support your recommendations with facts and figures when available.
- Where relevant, try to include an actionable plan.

#### **Case grading will be based on:**

On-time submission and recommendations.

## Marketing plan presentations

### Purpose

To implement concepts and theories from class by creating a marketing plan for a new product or venture.

### How?

During the first weeks of the course, students in groups of 4 will choose a "case" of interest to them which involves a marketing challenge and collect secondary data related to it. Based on the findings, students will present their recommendations for growing the business using concepts learned in class such as branding, positioning, pricing, go-to-market strategy and more. Groups will present their findings and recommendations in class. The audience will be required to actively and constructively evaluate their colleagues' work. All presentation will be submitted on the same date (regardless of presentation date) by email. More specific instructions will follow.

Should a student become unable to complete an assignment or course requirement, s/he must notify the TA of the course in advance via email

## Grading Policy

As of the 2008/9 academic year the Faculty has implemented a grading policy for all graduate level courses. This policy applies to all graduate courses in the Faculty, and will be reflected in the final course grade. Accordingly, the final average of the class for this course (which is a core course) will fall between 78-82.

Additional information regarding this policy can be found on the Faculty website.

<https://coller.tau.ac.il/MBA-students/programs/2019-20/MBA/regulations/exams>

## Evaluation of the Course by Student

Following completion of the course students will participate in a teaching survey in order to evaluate the instructor and the course for the benefit of the students and the university.

## Course Site (Moodle)

The course Moodle site will be the primary tool used to communicate messages and material to students. It is, therefore recommended to periodically check the course site in general, periodically, before each lesson, at end of the course as well. (For example: exam details and updates regarding assignments)

Course slides will be available on the course site.

Please note that topics which are not covered in the slides, but are discussed in class are considered an integral part of the course material and may be tested in examinations.

## Implications for Business Ethics

Issues in business ethics will be discussed. Specifically, we will cover ethical issues in advertising and marketing persuasion communication, corporate social responsibility, ethical concepts in data collection and in marketing strategy development.

## Course Outline\*

Session	Date	Topic(s)	Submissions
1	Dec 8 <sup>th</sup> 2021	Introduction to marketing, the value proposition.	Financial exercises reading only
2	Dec 15 <sup>th</sup> 2021	The Macro-environment and competitive analysis	
3	Dec 22 <sup>nd</sup> 2021	Collecting customer insights	
4	Dec 29 <sup>th</sup> 2021	Segmentation, Clustering and Targeting	Case Analysis Beyond Meat: Changing Customer Behavior in Food Consumption
5	Jan 5 <sup>th</sup> 2022	Branding, brand equity, brand extensions/Guest lecture <b>Guest Lecture Unilever Global Branding Strategy</b>	
6	Jan 12 <sup>th</sup> 2022	Marketing strategy and business model development	
7	Jan 19 <sup>th</sup> 2022	Product positioning & new product adoption cycles <b>Guest Lecture Amazon Culture of Innovation</b>	Case Analysis Zoom Video Communications: Eric Yuan's Leadership During Covid 19.
BREAK			
8	Feb 22 <sup>nd</sup> 2022	Pricing, Price sensitivity, Behavioral Pricing	
9	March 1 <sup>st</sup> 2022	Distribution and Omni-channel management	
10	March 8 <sup>th</sup> 2022	Promotion, communication channels and planning	Case Analysis Netflix – will content be enough?
11	March 15 <sup>th</sup> 2022	Customer loyalty and retention <b>Guest Lecture Wix Customer Retention</b>	
12	March 22 <sup>nd</sup> 2022	Group presentations & critical, constructive feedback	
13	March 29 <sup>th</sup> 2022	Group presentations & critical, constructive feedback	
14	April 5 <sup>th</sup> 2022	Summary & guest lecture	

- Cases and assignment as well as course schedule and guest lectures are subject to changes or rescheduling.

## Required Reading

Kerin Roger A., & Peterson Rober A.,(2013) Strategic Marketing Problems: Cases and Comments (Chapter 2).

Business Cases:

1. Neal J. Rose and Alexander Chernev. (2020) Harley Davidson: Rejuvenating an Iconic Brand. Northwestern Kellogg School of Management.
2. Peter Rezk and Nilesch Reut (2019). Beyond Meat: Changing Customer Behavior in Food Consumption. Case Western Reserve University.
3. Scott Duke Kominers, Christopher Standton, Andy Wu, George Gonzalez (2020). Zoom Video Communications: Eric Yuan's Leadership During Covid 19.

## Recommended Reading

- Kotler, P., & Keller, K. L. (2016). Marketing management (15th Global ed). *England: Pearson.*
- Berger, J., & Milkman, K. L. (2012). What makes online content viral?. *Journal of marketing research, 49(2)*, 192-205.
- Chevalier, J. A., & Mayzlin, D. (2006). The effect of word of mouth on sales: Online book reviews. *Journal of marketing research, 43(3)*, 345-354.
- Eckhardt, G. M., Houston, M. B., Jiang, B., Lamberton, C., Rindfleisch, A., & Zervas, G. (2019). Marketing in the sharing economy. *Journal of Marketing, 83(5)*, 5-27.

