

Introduction to Marketing - 51302

Dr. Moshe Shavit

Dr. Yoel Asseraf

mshavit2006@gmail.com

Glocal.phd@gmail.com

Reception: Sunday, by appointment only

Credit Points: 2.5, 2 lecture hours, 1 tutorial hour

Place and Time: Semester A, Sunday

Course Description

It is widely recognized that marketing has become a crucial factor for companies and organizations that seek to survive and grow in today's dynamic environment. This course covers the specific aspects that put marketing at the leading edge of the modern firm activities: understanding customer's needs and designing a comprehensive approach aiming to fulfill these special needs. The students will be exposed to the basic principles, perspectives, concepts, theories and models that have been crystallized into the contemporary science of marketing.

Course Content

1. Introduction - The Marketing Process in a Changing Environment, Marketing Concepts
2. Basic Terms and Perspectives - Buyer's Needs & Wants; Demand and Supply
3. Marketing Information & Market Research
4. Market Segmentation, Target Markets; Marketing models (SWOT Model and others)
5. The Competition Phenomenon. The 5-Forces Model
6. The 'Marketing Mix'
7. Product Concepts and Strategies - Branding, Product Life Cycle, Boston Model
8. Differentiation and Positioning
9. Pricing Principles and Concepts
10. Marketing Channels (Distribution) – Wholesale, Retail

11. Marketing communication: Advertising, Sales Promotion, Public Relations, and Personal Selling

Bibliography

1. Marketing Management 14rd edition – Kotler P., Keller, K. L., Prentice Hall Inc, 2012
2. Managing Marketing in the 21st Century 3rd edition – Noel Capon, www.axcesscapon.com, 2012
3. Global Brand Strategy. World-Wise Marketing in The Age of Branding by Jan-Benedict Steenkamp (2017)

Course grade and requirements

- Rehearsal presentations 10% (Teams)
- Midterm exam 40% (Individuals)
- Final project – **The Marketing Plan**: presentation in class and submission of hard copy (Teams 3-4 students) 50%
- Students should attend at least 80% of classes

Last Update: Aug 2019