Reichman University

Course program and reading list
Semester 2 Year 2020

School: Arison School of Business B.A

Principles Of Marketing Management

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Course No.: 43
Course Type: Lecture
Weekly Hours: 4
Credit: 4

Course Requirements:
Final Paper

Language:
English

Prerequisites

Students who took one of the courses listed below will not be allowed to register to the course Principles Of Marketing Management (43):

2346 - Marketing in a changing world
2388 - principles of data driven marketing
8053 - Principles of Marketing Management-Psychology
9032 - Principles Of Marketing Management

Course Description
People often think that marketing is just advertising — a highly visible activity by which organizations try to persuade customers to buy products and services. However, marketing is much more than advertising. Even the most skillful marketer cannot make customers buy things they do not want. Rather, marketing involves: (1) identifying customer needs, (2) satisfying these needs with the right offering, (3) assuring availability to customers through the best distribution channels and platforms, (4) using promotional activities to build awareness and motivate purchase, and (5) choosing a suitable price to boost the firm’s profitability while also maintaining customer satisfaction.

These decisions – product, distribution, promotion, and price – comprise the marketing mix. These tactics flow from a rigorous analysis of the company, customers, competitors, collaborators, and overall business context. These are the key activities of marketing management, and they are crucial to the success of a business. Failure to find the right combination of the “mix” may result in product or service failure. In turn, that means loss of revenue, loss of jobs, and economic inefficiency.

In the base of this approach we take here, is the realization that the individual customer, not only the product, should be the main unit of analysis for the firm. As technology enables us to follow and understand individual customer behavior, this ability leads to massive changes in the way marketing is performed.

Understanding customer experience and the customer journey over time is critical for firms. Customers now interact with firms through myriad touch points in multiple channels and media. These changes require firms to integrate multiple business functions, in creating and delivering positive customer experiences.

Course Goals

The objective of this course is to introduce students to the concepts, analyses, and activities that comprise marketing management and to provide practice in assessing and solving marketing problems. Its aim is to discuss the process by which marketers create value to customers and ensure that customers create value to the firm while taking a complementary perspective that goes beyond the traditional marketing mix and focuses on understanding customer experience and the customer journey.

Grading

Your grade will be calculated in the following manner:
Online exercises  (individual assignments)  6%
Participation in a research activity*  (individual assignment)  5%
Case study  (group assignment)  6%
Group project  (group assignment)  23%
Final exam  60%

Total  100%**

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**Additional Notes**

*Participation in the research activity is a collaboration with the IDC marketing research group. This is a passing/failing grade, and you can choose between two options as described below.

**Impressive class participation can reward you with a bonus to your final grade (and distracting participation can penalty you).

***Assignments and their weights in the final grade might be changed throughout the semester.

**Final Exam (60%)**

A condition to pass the course is a passing score (60) on the exam.

The exam will cover, lectures, class discussions, online presentations, assignments, assigned readings, additional materials discussed in class including student presentations and guest lectures.

**Participation in research activity in collaboration with the IDC marketing research group (5%)**

The marketing management process is based on the marketers' familiarity with existing and potential audiences: who are they? What are their needs? How do they make decisions and how do they use products? Marketing research provides marketers with the answers to these questions. The purpose of the marketing research assignment is to deepen students' understanding of the value of research and its importance. The assignment includes two alternatives for students' choice:

Alternative 1: Participating in a research activity in collaboration with the IDC marketing research group. You can take an active part in a research done by researchers at the Arison School and experience real-time marketing research. For most students, such participation is a fun and beneficial (1-1.5 hour) experience, which is coordinated with the student at a convenient time.

Alternative 2: Analysis of a Harvard Business Review marketing research article.
You will be required to read and summarize the following article from HBR: *To Get More Out of Social Media, Think Like an Anthropologist*

You should summarize the content of the article in your words - about two-thirds of a page, as well as add a personal opinion of its content from a deep and critical perspective - about one-third of a page. The analysis must be submitted to the assignment box by the time of the first exam. The submission is personalized and intended for students who did not choose alternative 1.

**Attendance:** The study program is structured so that there is an added value to attending the lessons. Therefore, you are required to attend 80% of classes.

Note: For guest lecturers and student presentations, attendance is mandatory and will be enforced using attendance sheets. Failure to attend one of these classes will result in a reduction in the final grade, with the exception of extraordinary cases.

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**Reading List**


**Optional Reading:**


Additional optional papers and articles:

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<td>Raghubir, Priya, and Aradhna Krishna (1999).&quot;Vital dimensions in volume perception: Can the eye fool the stomach?.&quot; <em>Journal of Marketing research</em>, 313-326</td>
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