School: Adelson School of Entrepreneurship B.A

Marketing Strategy

Lecturer:
Dr. Eyal Maoz  emaoz@idc.ac.il

Teaching Assistant:
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Course No.: 3434  Course Type: Lecture  Weekly Hours: 2  Credit: 2

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 Marketing Strategy (3434):
5017 - Marketing Strategy for Entrepreneurial Ventures

Course Description
The basic purpose of the course is to present a comprehensive framework for analysis, strategy formulation, and tactical marketing decision making for new ventures and products. The course takes a "value" approach to marketing. That is, creating value for customers, strategic partners, and for the company itself is considered the ultimate goal for the marketing process. The creation of this "Optimal Value Proposition" is the center of the course.

### Course Goals

More specific goals include:

1. Acquaint students with a formal model for analysis of marketing environments (the 5 c's model) and the impact of the data obtained on strategy development.
2. Stress the need for tactical decision making to flow directly out of a clearly defined marketing strategy and a focused Value Proposition.
3. Help students apply the concepts learned in the course to their specific team projects in the Zell program.

### Grading

Final Exam 100%

### Learning Outcomes

Participants will develop an ability to analyze the marketing environment relevant to their startup concepts. Further, they will be able to segment their market, focus on productive target segments and create an appropriate value proposition for these segments. Drawing from the value proposition, participants will be able to create a consistent and practical marketing plan.

### Lecturer Office Hours

Email: e-maoz@kellogg.northwestern.edu

Cell: 050-5561736

Office Hours: By Appointment
Reading List

Reading Materials

Course case packet consisting of cases, readings, and slides which will be made available to the students on Notion

The following books are not required but would be a great resource moving forward with your venture.

Recommended Book: Alexander Chernev, Strategic Marketing Management, Jan. 2019

https://chernev.com/marketing-plan-handbook/