Course Description

Epidemics, natural disasters, and other global crisis, create many challenges for companies, financial markets, and managers. Countries around the world have invested tremendous resources to overcome the outbreak of the coronavirus and to understand its medical and economic effects. The Arison School of Business has decided to use this crisis as a learning opportunity.
The aim of this course is to share expertise and knowledge of marketers from global companies to better understand the challenges that companies and marketers are facing these days (what is often called “post crisis”), and their coping and reacting to these challenges. This course is continuing the first course which focused on the expertise of academic lecturers, both faculty members of the Arison Business School, as well as leading faculty from top business schools.

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**Grading**

Participants will choose a numerical grade or a pass/fail grade.

In order to receive a grade (numerical grade or passing grade), students are required to meet attendance requirements, participate in group discussions, submit 5 out of 6 assignments, and submit the final project.

**Group Discussions:** At the end of each lecture, students will meet in small groups via breakout rooms (randomly assigned) to discuss the key take-aways they learned from the lecture and answer a question that will reflect the content of the lecture and the relevant reading materials. All groups will enter their key takeaways to an online shared slide deck, and then briefly present their takeaways (1-minute presentations) to the entire class.

Note: These group discussion are one of the advantages of an online course. They offer you the opportunity to interact and engage with different class students. To make the most of these opportunities, be engaged and cooperative while discussing.

**Weekly assignments:** After each class, students will individually submit their answers to the weekly assignment (mostly summarizing the key takeaways discussed in groups).

- This will include 6 submissions with a pass/fail grade.
- Not submitting will entail a “failure” grading.
- In total, each student is required to pass 5 out of 6 submissions.

**Submission format:** Assignments will be submitted via Moodle. Maximum length of each assignment is 500 words (preferable: 12 p. font, double spaced). Assignments must be submitted no later than 6 pm of the day of the next class (for the last session: within 7 days).

**Final project:** Students are required to submit a final project in this course. The project will be prepared in pairs (independently chosen).

Students will choose a numerical grade or a pass/fail grade (but each pair must be uniformed. That is, both students in each pair will either receive a numerical grade or a pass/fail).

**Attendance:** Attendance is required and will be monitored. Students are allowed to miss one meeting without approval.

*Subject to change.*
Additional Notes

Class Meetings: Mini semester 6; Tuesdays, 9.11.2021- 14.12.2021

This course includes six meetings which will be held on Tuesdays at 6 pm – 8:50 pm, remotely (online) using Zoom:

https://idc-il.zoom.us/j/88993750266

Course Requirements: Participation in group discussions, submission of weekly assignments, and submission of the final project submission (no exam).

Reading List

About the lecturers

Joey Balazs | Coralogix
https://www.linkedin.com/in/joeybalazs/

Roni Floman | Nexar
https://www.g-cmo.com/members/roni-floman/

Jonny Steel | Payoneer
https://www.g-cmo.com/members/jonny-steel/

Inbar Yagur | GrowthSpace
https://www.g-cmo.com/members/inbar-yagur/

Dvir Reznik | NoTraffic
https://www.g-cmo.com/members/dvir-reznik/

Einat Etzioni | Namogoo
https://www.g-cmo.com/members/einat-etzioni/

Limor Reznik | Commit
https://www.g-cmo.com/members/limor-reznik/

Audelia Boker | Guidde
https://www.g-cmo.com/members/audelia-boker/

Amit Bivas | Optimove
https://www.g-cmo.com/members/amit-bivas/

Jaques Botbol | Verbit Inc.
Lisa Bennett | Kaltura
https://www.g-cmo.com/members/lisa-bennett/

Ruth Alfandry | Masa
https://www.g-cmo.com/members/ruth-alfandary/

**Preparation materials**

*Additional preparation materials will be provided before each session.*