



Course program and reading list

Semester 2 Year 2023

School: Arison School of Business B.A.

Principles of Data Driven Marketing

Lecturer:

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Teaching Assistant:

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Course No.:	Course Type :	Weekly Hours :	Credit:
3867	Lecture	4	4

Course Requirements :	Group Code :	Language:
Final Paper	232386700	Hebrew

Prerequisites

Students who took one of the courses listed below will not be allowed to register to the course Principles of Data Driven Marketing (3867):

43 – Principles of Marketing Management
2346 – Marketing in a Changing World



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 that. 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 (place), promotion, and price – comprise the marketing mix. These tactics arise from a rigorous analysis of the company, customers, competitors, collaborators, and overall business context. These are the key elements 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.

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.

The base of this approach, we take here, is the realization that the individual customer should be the main unit of analysis for the firm, not the product itself. 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 customers' journey over time is crucial 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.

This course seeks to develop the student's (1) understanding of how the firm can benefit by creating and delivering value to its customers and stakeholders, and (2) skills in applying the analytical concepts and tools of marketing to such decisions as segmentation and targeting, branding, pricing, distribution, and promotion. The course highlights both theory and applications. The use of cases and exercises will present you with a challenging real-life scenario in which you will apply the theory learned in class with your experience and skills.



Course Goals

Course contents

	Date	Day	Type	Content	Assignment Type
1	20.3.2023	Monday	Class	Introduction	

2	22.3.2023	Wednesday	Zoom	The customer's Journey	
3	27.3.2023	Monday	Class	Customer Behavior	
4	29.3.2023	Wednesday	Zoom	Customer Behavior	
	2.4.2023	Sunday	DUE Date	Task 1 (ad creative)	Group
Passover break 2-14.4.2023					
5	17.4.2023	Monday	Class	Market Research	
6	19.4.2023	Wednesday	Zoom	Market Research	
	20.4.2023	Thursday	DUE Date	Case 1	Group
7	24.4.2023	Monday	Class - Yom Hazikaron eve	Case 1 discussion + Causal Inference	
	26.4.2023	Cancelled - Independence day			
8	1.5.2023	Monday	Class	Guest Lecture - Hisham Abdul Halim, PhD (Post Doc @ RUni & Chief of Staff AI & Data @ Intuit)	
9	3.5.2023	Wednesday	Zoom	Positioning	
10	8.5.2023	Monday	Class	Positioning	
11	10.5.2023	Wednesday	Recorded presentation	Segmentation	
	11.5.2023	Thursday	DUE Date	Case 2	Individual
12	15.5.2023	Monday	Class	Guest Lecture - Idit Muallem-Yedid - Partner @ Pitango + Case 2 Discussion	
13	17.5.2023	Wednesday	Zoom	Targeting	
14	22.5.2023	Monday	Class	Customer Lifetime Value	
15	24.5.2023	Wednesday	Zoom	Customer Lifetime Value	
Shavuot Break (Thursday-Saturday)					
16	29.5.2023	Monday	Class	Product	
17	31.5.2023	Wednesday	Zoom	Branding	

18	5.6.2023	Monday	Class	Guest Lecture - Shahar Caspi (Business Intelligence, Riskified)	
	6.6.2023	Tuesday	DUE Date	Get TA's Approval on Company	Group
19	7.6.2023	Wednesday	Zoom	Pricing	
20	12.6.2023	Monday	Class	Pricing	
	13.6.2023	Tuesday	DUE Date	Case 3	Individual
21	14.6.2023	Wednesday	Zoom	Case 3 Discussion	
22	19.6.2023	Monday	Class	Place	
23	21.6.2023	Wednesday	Zoom	Place	
24	26.6.2023	Monday	Class	Promotion	
25	28.6.2023	Wednesday	Zoom + DUE Date	Students presentations	Group
	4.7.2023	Tuesday	DUE Date	Final Assignment	Group

***All activities and materials are subject to change.**



Grading

Assignments, dates and their weights in the final grade might change throughout the semester.

All assignments will be submitted using the Moodle website, in accordance with the assignment guidelines that will be published during the course.

	Percents	Individual/ Group	Due date
Out-of-class Quizzes	5%	Individual	Ongoing
Participation in Research Activity	5%	Individual	Ongoing
Participation and class/zoom assignments	20%	Individual	Ongoing
Task 1	5%	Group	30.3.2023
Case 1	15%	Group	20.4.2023
Case 2	15%	Individual	11.5.2023
Final Assignment - Company Choosing	0.5%	Group	6.6.2023

Case 3	15%	Individual	13.6.2023
Final Assignment – Presentation	7%	Group	28.6.2023
Final Assignment – Written	12.5%	Group	4.7.2023

Pro tip: the Moodle deadline is final and cannot be changed unless given an approval from the students administration office. If you have any personal issue, please contact your student administrator, as noted above.

A note on English vs. Hebrew Submissions:

When a word-based written assignment is expected (for example: Case 1 and Final Assignment, some parts of Case 2 and 3), you may use Hebrew. However, a **bonus** will be granted for those who will submit (or present) in English. This will be explicitly described in the assignment. This will **usually** be a 5% bonus. This is intended to help you improve your written communication in English. But may also help you incorporate ChatGPT which is still quite bad in Hebrew.

Out-of-class Quizzes (5%)

Following several classes, you will be asked to answer a short question or a quiz. This will help me assess your understanding, and help you move forward in your learning experience. These exercises and quizzes should take no more than 15 minutes each to complete.

You will be graded based on the top 80% of online exercises and quizzes you receive.

Participation in research activity (5% pass/fail)

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

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 RUni marketing research group. You can take an active part in a research conducted at the Arison School of Business and take part in a real-time marketing research. For most students, this experience will be enjoyable and beneficial. In order to get the points for this activity, students will have to participate in three sessions (about half an hour each), which will be coordinated with the student at a convenient time.

Any questions related to Alternative 1 (Research Activity) can be directed to idcbusinesslab@gmail.com

- **Alternative 2:** Analysis of a Harvard Business Review marketing research article. The analysis must be submitted to the Moodle website by the beginning of the exam period. The submission is personalized and intended for students who did not choose alternative 1. Any questions related to Alternative 2 (analysis of HBR article) can be directed to the Teaching Assistant, Sivan.

Participation and class/zoom assignments (20%)

Our learning depends on conversations we'll have during the course. Active participation is highly important to me. Therefore, I have assigned 20% of the grade to it.

Participation can be performed in one of two ways, (or the combination of them):

1. Class participation – asking questions, answering questions, participating in thoughtful and polite discussions that are being held during classes.
2. Online participation – in this course, we will take advantage of the online discussion platform provided to us in Moodle. Online participation can be: providing thoughtful discussion points and examples in the forum, sharing class notes with classmates, asking questions and answering others' questions (not sure you have the correct answer? That's fine! Me or Sivan, the Teaching Assistant, will be there to direct you if you are not 100% correct. As long as you provide a thoughtful answer, you'll be credited).

The participation grade will be based on both online and class participation. Every aim to participate (in a thoughtful manner) may be considered. Take advantage of this.

Task 1 (Ad Creative) (5% in groups)

This task will be sent to you earlier in the semester. It will comprise of creating several ads based on the classes' contents. Groups of 3-4 for this task.

Case analyses (15% X 3 = 45%)

Cases describe interesting marketing management problems encountered by real firms. You will be asked to prepare two cases for class discussions (see due dates in the table). Each case analysis contributes towards your final grade. Case 1 (and only Case 1) will be submitted in groups of 3 or 4. Other cases will be submitted individually. If you have any issues forming a group, please post a message on the Moodle forum.

The cases will be discussed in the lessons following their due dates, and there will be no extension in their submissions. Your comments during case discussions will allow me to appreciate your individual understanding of the material.

Final project (20% in group assignments)

The Final Project will be an integration of lectures, class and forum discussions, assignments, assigned readings and additional materials discussed in class including guest lectures.

Detailed instructions and guidelines will be provided in the Moodle platform. The final project deadlines are:

1. Notifying the Teaching Assistant, Sivan, with your choice of a brand/company to analyze anytime before the due date. If you're not sure whether the choice of company is suitable, please consult Sivan over email. (0.5% pass/fail to finalize group on time)
 2. A short group presentation which should be recorded and uploaded to the discussion platform prior to the deadline (7%).
 3. A written assignment which will be detailed later in the semester, and should incorporate feedback from the presentation (12.5%)
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Additional Notes

Academic Integrity

In order to keep the integrity of the course, you are asked not to discuss specific responses to individual assignments and quizzes with other students. However, you are very welcome to engage in discussions related to the materials held in class, as long as you do not interfere in the learning process of others.

The use of AI generative models such as ChatGPT, StableDiffusion, Dall-e and MidJourney is allowed, and often encouraged. However, if used, you should mention explicitly the method, prompts and instructions you used. In the current level of ChatGPT and similar methods, I encourage you to check the outcomes (both fact-checking, accuracy and comprehension) before incorporating them in your work. Note, this course may and will use automated and manual tools to detect plagiarism without proper citations (copying from others and from outside sources), as well as to check for the use of automated tools such as ChatGPT.

I expect a professional atmosphere in class. This includes using respectful comments, utilizing computers and technology suitably (e.g., no internet surfing in class. You might be surprised, but people can easily tell if someone is browsing, as opposed to watching slides, on their PC), and avoiding side conversations.

The materials you will learn have been developed for years, by faculty in Reichman University and elsewhere. Please be respectful of the intellectual property and pass along materials to non-participants only if allowed to.

Optional Textbook

Kotler, Philip, and Kevin Lane Keller. "Marketing management 15e." Harlow: Pearson Education (2016, sometimes mentioned 2015).

Printed versions of the book are available in the library. Online versions are available in Hebrew: <https://lamda-academy.openu.ac.il/lamda-ebooks/10281-5057/> (עקרונות ניהול) and in English https://idc-primo.hosted.exlibrisgroup.com/permalink/f/bhmn48/TN_cdi_proquest_ebookcentral_EBC5185776

Additional optional papers and articles

David C. Edelman; and Marc Singer (2015). Competing on Customer Journeys. Harvard Business Review.

Rawson Alex, Duncan Ewan, and Jones Conor (2013). The Truth About Customer Experience. Harvard Business Review.

Lemon, Katherine N., and Peter C. Verhoef (2016). Understanding customer experience throughout the customer journey. Journal of Marketing 80.6, 69-96.

Deshpande Rohit (2014). Customer Centricity. Harvard Business Review.

Carpenter, Gregory S., Rashi Glazer, and Kent Nakamoto (1994). Meaningful brands from meaningless differentiation: The dependence on irrelevant attributes. Journal of Marketing Research, 339-350.

Kohavi, R., & Thomke, S. H. (2017). The surprising power of online experiments: Getting the Most Out of A/B and other Controlled Tests. Harvard Business Review.

Heda, S., Mewborn, S., & Caine, S. (2017). How customers perceive a price is as important as the price itself. Harvard Business Review,

Krishna, A. (2015). The Science of Sensory marketing. Harvard Business Review.

Williams, L.E., & Bargh, J.A. (2008) Experiencing Physical warmth promotes interpersonal warmth. Science, 322, 606-607.

Raghubir, Priya, and Aradhna Krishna (1999). "Vital dimensions in volume perception: Can the eye fool the stomach?." Journal of Marketing research, 313-326

Richardson, A. (2010). Using customer journey maps to improve customer experience. *Harvard business review*, 15(1), 2-5.

Sweetwood, A. K. (2016). How One Company Used Data to Rethink the Customer Journey. Insight Center Collection Measuring Marketing Insights. Harvard Business Publishing.

Kim, T., Barasz, K., & John, L. K. (2019). Why am I seeing this ad? The effect of ad transparency on ad effectiveness. *Journal of Consumer Research*, 45(5), 906-932.

Shani, Y., Appel, G., Danziger, S., & Shachar, R. (2020). When and why consumers "accidentally" endanger their products. *Management Science*, 66(12), 5757-5782.

Lambrecht, A., & Tucker, C. (2019). Algorithmic bias? An empirical study of apparent gender-based discrimination in the display of STEM career ads. *Management science*, 65(7), 2966-2981.

Hagen, L. (2021). Pretty healthy food: How and when aesthetics enhance perceived healthiness. *Journal of Marketing*, 85(2), 129-145.

Sokolova, T., Krishna, A., & Döring, T. (2023). Paper Meets Plastic: The Perceived Environmental Friendliness of Product Packaging. *Journal of Consumer Research*.