



# *The Hebrew University of Jerusalem*

## *Syllabus*

### ***BRAND AND MARKETING STRATEGY B - 55529***

*Last update 01-06-2014*

*HU Credits:* 4

*Degree/Cycle:* 1st degree (Bachelor)

*Responsible Department:*

*Academic year:* 0

*Semester:* 2nd Semester

*Teaching Languages:* Hebrew and English

*Campus:* Mt. Scopus

*Course/Module Coordinator:* Prof. Chezy Ofir

*Coordinator Email:* [msofir.huji.ac.il](mailto:msofir.huji.ac.il)

*Coordinator Office Hours:*

*Teaching Staff:*

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Prof Chezy Ofir  
Dr. Matti Rachamim

Course/Module description:

Course/Module aims:

Learning outcomes - On successful completion of this module, students should be able to:

Attendance requirements(%):

Teaching arrangement and method of instruction:

Course/Module Content:

Required Reading:

Keller, Kevin Lane. (2012), *Strategic Brand Management*, 4th Edition, Upper Saddle River, NJ: Prentice-Hall 2008  
Kotler, P., Keller, K.L., and Hornik, J. (2012), *Marketing management*, 14th Edition.  
Lehmann, D.R., and Winer, R.S. (2009), *Analysis for Marketing Planning*, 8th Edition, McGraw-Hill.

Additional Reading Material:

1. Brand Presentation Final
2. Euromonitor - GLOBAL Men's Grooming Sales by Market - MASS + PREMIUM
3. Euromonitor - GLOBAL Men's Grooming Sales by Market - PREMIUM
4. Euromonitor - GLOBAL Men's Grooming Share by Market - MASS vs. PREMIUM
5. Euromonitor - GLOBAL Men's Shave Sales by Market - MASS + PREMIUM
6. Euromonitor - GLOBAL Men's Shave Share by Market - MASS + PREMIUM
7. Euromonitor Trend Report - Evolution in Men's Grooming Products - NOV 2009
8. Euromonitor Trend Report - South Korea - Men's Grooming Report - JUL 2013
9. FACIAL FUEL HEAVY LIFTING

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10. FF Heavy Lift Europe Email Ingredients
  11. FF HeavyLift Europe Email Intro
  12. FF HeavyLift Europe Email Results
  13. FF HeavyLift Europe Homepage Carousel
  14. HONG KONG - Men's Grooming Shopping Study 2011
  15. Ipsos - KOREA Men's Skincare Attitude & Usage Report 2011
  16. Ipsos - USA Men's Grooming Attitude & Usage Report 2012
  17. KHL Heavy-Lifting Press-Release Final 2013
  18. Kiehl's Mens Presentation - FINAL
  19. Kline - USA Cosmetics and Toiletries Report 2013
  20. Kline - USA Men's Grooming Report 2012
  21. Men's Grooming - France
  22. Men's Grooming - Hong Kong
  23. Men's Grooming - UK
  24. Men's Grooming - USA
  25. NPD Europe (UK, France, Spain, Italy) - FY 2012 Sales Data
  26. NPD USA - FY 2012 Men's Sales Data
  27. NPD USA - FY 2012 Total Skincare
  28. USA - Men's Grooming Segmentation Report 2013

Course/Module evaluation:

End of year written/oral examination 0 %  
Presentation 0 %  
Participation in Tutorials 30 %  
Project work 70 %  
Assignments 0 %  
Reports 0 %  
Research project 0 %  
Quizzes 0 %  
Other 0 %

Additional information: