

## *The Hebrew University of Jerusalem*

### *Syllabus*

## *Fundamentals of Marketing Managment - 55804*

*Last update 11-08-2022*

*HU Credits:* 3

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

*Responsible Department:* Business Administration

*Academic year:* 0

*Semester:* 1st and/or 2nd Semester

*Teaching Languages:* Hebrew

*Campus:* Mt. Scopus

*Course/Module Coordinator:* Dr. Yaniv Dover

*Coordinator Email:* [yaniv.dover@mail.huji.ac.il](mailto:yaniv.dover@mail.huji.ac.il)

*Coordinator Office Hours:* upon appointment

*Teaching Staff:*

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Dr. YANIV DOVER,  
Dr. Osnat Cottan Nir

Course/Module description:

*This course addresses the design and implementation of the best combination of marketing efforts to carry out a firm's strategy in its target markets.*

*The course deals with defining value to the customer and value to the firm, consumer and market research. We study techniques for Segmentation, Targeting, and Positioning. We review basic concepts of the marketing mix elements: product, distribution, pricing and marketing communication.*

Course/Module aims:

- \* Introduce basic marketing concepts and terminology.*
- Introduce planning and analytic tools for marketing research and decision making.*
- \*Review the information sources used for managerial decision making in marketing.*
  
- \* Understand how firms integrate the outcomes of research and analysis into a coherent and comprehensive marketing plan.*

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

- (1) understand how the firm can benefit by creating and delivering value to its customers, and stakeholders.*
- (2) develop skills in applying the analytical concepts and tools of marketing to such decisions as segmentation and targeting, branding, pricing, distribution, and promotion.*
- (3) Make and defend marketing decisions in the context of stylized real-world problem situations with incomplete information (case studies).*
- (4) Improve skills in written and oral communication (case write-ups and class discussions).*
- (5) Make cross-functional connections between marketing and other areas of business.*

Attendance requirements(%):

80%

*Teaching arrangement and method of instruction: The course uses lectures and case discussions, case write-ups, marketing plan, and a comprehensive final examination to achieve these objectives.*

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Course/Module Content:

Vale to the customer  
Consumer Behavior  
B2B marketing  
Competitive analysis  
CLV and customer equity  
Segmentation  
Targeting  
Positioning  
Product and Brand management  
Pricing  
Distribution channels  
Marketing communications

Required Reading:

Chapters from the course text book. A detailed list will be provided.

Harvard case studies.

Additional Reading Material:

NA

Course/Module evaluation:

End of year written/oral examination 70 %  
Presentation 15 %  
Participation in Tutorials 0 %  
Project work 15 %  
Assignments 0 %  
Reports 0 %  
Research project 0 %  
Quizzes 0 %  
Other 0 %

Additional information:

The reading pack of Harvard case studies will be purchased by the students directly from HBSP web site. Estimated cost 15\$.