



The Hebrew University of Jerusalem

Syllabus

Advance Marketing Strategy - 55994

Last update 28-10-2024

HU Credits: 3

Degree/Cycle: 2nd degree (Master)

Responsible Department: Business Administration

Academic year: 0

Semester: 1st and/or 2nd Semester

Teaching Languages: English and Hebrew

Campus: Mt. Scopus

Course/Module Coordinator: Dr Maayan Malter

Coordinator Email: maayan.malter@mail.huji.ac.il

Coordinator Office Hours: By Appointment

Teaching Staff:

Dr. Maayan Malter

Course/Module description:

Our aim in this course is to provide you with knowledge and understanding of strategic aspects in Marketing.

To do so we shall use a unique computer simulation game, that is taught at top business schools worldwide.

Together we shall develop management orientation skills, while building our learning through incremental steps as the course progresses.

Course/Module aims:

You will get hands-on experience at managing a company.

This course is well situated for participants from diverse backgrounds and those learning in different disciplines in the Business School.

Virtual setting of management decision making in an atmosphere of accumulated learning and mutual guidance.

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

We shall focus on strategic marketing issues, such as:

- *Market segmentation & consumer targeting*
- *Competitive landscape: competitor analysis & competitive strategies*
- *Analysis of research studies*
- *Brand portfolio management (managing established markets & emerging markets)*

- *Brand positioning strategies*
- *Pricing strategy decisions (for expanding product lines & new products)*
- *Advertising strategy decisions*
- *Sales & distribution channel strategies*
- *Learning to prioritize and cost-utility decisions & tradeoffs*
- *Budget allocation: working under a limited budget*
- *Developing strategies that provide value to consumers*
- *Decision making in a dynamic long-term environment with changing market conditions*

Attendance requirements(%):

80

Teaching arrangement and method of instruction: Use of a unique computer simulation game throughout the Semester.

Our weekly meetings are composed of an integration of lectures, discussions, analyses of marketing plans, and applying strategies through the simulation.

Course/Module Content:

Lecture Topic:

1. Introduction to Marketing Strategy

Overview of Marketing Strategy Topics

2. Introduction to Markstrat Simulation

3. Familiarizing with Markstrat Program

Allocation of initial group positions & personal passwords; Managing your Marketing Budget

4. Analysis of Industry & Competitors; Analysis of initial decisions;

5. Overview of Initial Marketing Strategy Plan

6. Conducting Research & Development in Companies

7. Product Development & Brand Portfolio

Introducing & Repositioning Brands

8. Marketing Research for Strategic Decision Making: Overview, Types & Analysis

9. Segmentation, Positioning and

Perceptual Maps

Semantic & Multidimensional Scaling

10. The Dynamics in Strategic Management

Budget Allocation

11. Advertising Targeting.

12. Strategies for New Companies

Required Reading:

Simulation Handbook shall be provided to participants

Additional Reading Material:

Aaker, David , Strategic Market Management, John Wiley & Sons.

Grading Scheme:

Presentation / Poster Presentation / Lecture/ Seminar / Pro-seminar / Research proposal 20 %

Active Participation / Team Assignment 10 %

Submission assignments during the semester: Exercises / Essays / Audits / Reports / Forum / Simulation / others 35 %

Mid-terms exams 20 %

Presentation / Poster Presentation / Lecture 15 %

Additional information:

The full and detailed syllabus can be found on the course website.