

The Hebrew University of Jerusalem

Syllabus

MARKETING MANAGEMENT - 71733

Last update 07-10-2015

HU Credits: 3

Degree/Cycle: 1st degree (Bachelor)

Responsible Department: environmental economics & management

Academic year: 0

Semester: 1st Semester

Teaching Languages: Hebrew

Campus: Rehovot

Course/Module Coordinator: Prof Amir Heiman

Coordinator Email: Amir.Heiman@mail.huji.ac.il

Coordinator Office Hours: sunday 12:00-13:00

Teaching Staff:

Prof Amir Heiman

Course/Module description:

This course explores the managerial approach to marketing. We depart from standard courses as we aim to present the marketing management principles from economic view.

Course/Module aims:

The course aim at acquiring knowledge and understanding of marketing from economic perspective. Students will expertise in understanding optimization of marketing tools

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

Students are expected to understand and be able to perform basic analysis of firms and markets that results in development of marketing strategy. Perform market analysis

Determine the optimal marketing mix

Design product policy, communication, pricing policy and physical distribution policies

Attendance requirements(%):

100

*Teaching arrangement and method of instruction: Fronatal lectures
presntation of Case studies followed by class discussion.*

Course/Module Content:

Administrative approach to marketing. Marketing concept. Determining marketing strategies and market analysis. Determining the marketing mix product policy issues, communication, pricing and distribution. Control, monitoring and introduction to the use of marketing research. Emphasis on the application of management tools and marketing analysis of typical problems.

Required Reading:

*Kotler and Hornik, (2000) Markeing Managment, The open University Press.
or*

Kotler Keller and Hornik, (2012) Markeing Managment, The open University Press.

Additional Reading Material:

Thaler Richard H. and Sunstien Cass R. *Nudge Improving decisions about health wealth and happiness*, Penguin Books 2009 ISBN 978-014-3115267
018525-6-Kotler Philip A *Framework for marketing management* Prentice Hall 2001
(shorter book) ISBN 0-13

Course/Module evaluation:

End of year written/oral examination 60 %
Presentation 0 %
Participation in Tutorials 0 %
Project work 0 %
Assignments 40 %
Reports 0 %
Research project 0 %
Quizzes 0 %
Other 0 %

Additional information:

None