

## *The Hebrew University of Jerusalem*

### *Syllabus*

## **MARKETING MANAGEMENT - 71733**

*Last update 03-10-2021*

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](mailto:Amir.Heiman@mail.huji.ac.il)

Coordinator Office Hours: Wednesday 12:15-13:00

Teaching Staff:

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Prof Amir Heiman

Course/Module description:

*This course explores the managerial approach to marketing. This course aims to present the marketing management principles from economic point of view. Toward this end for every marketing activity the relevant economic model will be presented.*

Course/Module aims:

*The course aims at acquiring knowledge and understanding of marketing from economic perspective. Students will expertise in understanding optimization of marketing mechanism*

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: Frontal lectures  
solution and presentation of Cases studies followed by class discussion.*

Course/Module Content:

*A Managerial approach to marketing. Marketing concepts. Supply and Value chains. Marketing mechanisms. The effect of marketing mechanisms on demand, uncertainty and risk reduction. Product policy. Adoption of innovations. Marketing strategy. Pricing. Advertising and promotions. Segmentation, positioning and targeting. Sales force. Measuring marketing performances.*

Required Reading:

*Kotler and Keller, Principles of MArketing Management, The open University Press, 2020.*

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or  
*Kotler Keller and Hornik, (2012) Marketing Management, The open University Press.*

*Additional Reading Material:*

*Marketing Management (14th or 15th Editions) by Philip T. Kotler and Kevin Lane Keller*

*Course/Module evaluation:*

*End of year written/oral examination 90 %*

*Presentation 0 %*

*Participation in Tutorials 10 %*

*Project work 0 %*

*Assignments 0 %*

*Reports 0 %*

*Research project 0 %*

*Quizzes 0 %*

*Other 0 %*

*Additional information:*

*None*