



The Hebrew University of Jerusalem

Syllabus

MARKETING MANAGEMENT - 71733

Last update 05-12-2023

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: Mrs. Revital Benami

Coordinator Email: revital.benami@mail.huji.ac.il

Coordinator Office Hours: Wednesday 14:00-14:45

Teaching Staff:

Ms. revital benami

Course/Module description:

In this course, you will learn how to plan and execute marketing strategies and tactics for a variety of products, services, and organizations.

The course covers topics such as market analysis, strategy, segmentation, positioning, Differentiation, product development, and marketing mix.

This course aims to present the principles of marketing management from an economic point of view.

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 Case studies followed by class discussion.

Course/Module Content:

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.

Sustainable marketing

Required Reading:

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

or

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

Additional Reading Material:

Marketing Management (16th Editions) by Philip T. Kotler and Kevin Lane Keller

Grading Scheme:

Written / Oral / Practical Exam 50 %

Submission assignments during the semester: Exercises / Essays / Audits / Reports / Forum / Simulation / others 30 %

Presentation / Poster Presentation / Lecture 20 %

Additional information:

None