



# *The Hebrew University of Jerusalem*

## *Syllabus*

### **MARKETING MANAGEMENT - 71733**

*Last update 02-09-2024*

*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:* Thursday 14:00-15:00

*Teaching Staff:*

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Prof. Amir Heiman

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.*

*Preparing and reviewing business plan.*

*Budgeting marketing mix activities*

Attendance requirements(%):

100

*Teaching arrangement and method of instruction: Frontal lectures*

*Students' presentation of Case studies and market analysis study. Class discussions.*

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*

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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.

Additional Reading Material:

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

Grading Scheme:

Written / Oral / Practical Exam 60 %

Submission assignments during the semester: Exercises / Essays / Audits / Reports / Forum / Simulation / others 10 %

Presentation / Poster Presentation / Lecture 30 %

Additional information:

None