

## *The Hebrew University of Jerusalem*

### *Syllabus*

## **MARKETING STRATEGY - 71983**

*Last update 10-04-2024*

*HU Credits:* 3

*Degree/Cycle:* 2nd degree (Master)

*Responsible Department:* Environmental Economics & Management

*Academic year:* 0

*Semester:* 2nd Semester

*Teaching Languages:* English

*Campus:* Rehovot

*Course/Module Coordinator:* Professor Amir Heiman

*Coordinator Email:* [amir.heiman@mail.huji.ac.il](mailto:amir.heiman@mail.huji.ac.il)

*Coordinator Office Hours:* Wednesday 1215-1300

*Teaching Staff:*

Course/Module description:

Marketing strategy is defined as the long term planning that aims to maximize its target (profit, social value) given the organization resources and firm's objectives. Marketing strategy aims therefore at creating a competitive advantage. The analysis includes identifying and selecting target markets and customers, designing and launching new products and improving existing ones and optimizing the marketing mix. The strategic analysis requires to differ between short and long term profit and to be aware to several profit indexes. Students will learn to plan firm's policies under different profit goals, intensity of uncertainty and competition, customers' profile and business environment the firm operates in.

The course starts with an overview of military strategies, continues with political and state strategies and then industry and firms strategy are discussed. Planning the marketing strategy begins with an analysis of the internal and external forces in order to identify the firm's strengths and weaknesses. This analysis is then used to determine which weaknesses pose a strategic threat and which strengths will be used as a strategic asset.

Course/Module aims:

Several methods which are commonly used for such analysis will be reviewed, including SWOT, Customers' and Product Portfolios. Market analysis, product demand and product line analysis, optimizing decision making under uncertainty and implementing a dynamic policy are also discussed as part of the planning process, the affects of which will be evident in the marketing policy in form of product differentiation, positioning, pricing, launching and sales in a competitive setting.

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

The course is particularly helpful for students who wish to be consultants, investment analysts, entrepreneurs, and product managers, as well as others pursuing careers requiring them to view the firm and its surrounding.

Attendance requirements(%):

100%

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Teaching arrangement and method of instruction: Frontal lectures  
Solving and presenting business cases  
Participate in discussion  
Guided analysis of a firm or an industry

Course/Module Content:

- Military strategies
- Political strategies
- An introduction to business strategies.
- The difference between military and management strategies.
- Organization analysis, external analysis and customer analysis.
- Market analysis.
- Environment analysis.
- Self analysis.
- How to create a competitive edge?
- How to establish value?
- Building and managing a brand
- Product- management, forecast and launch
- Innovation
- Industrial organization and strategic repercussions

Required Reading:

David A. Aaker, *Strategic Market Management, Eight Edition*, John Wiley and sons, Inc, New York

Additional Reading Material:

Lecture 1 – Aaker – chapter 1 +  
What the Hell is "Market-Oriented" ? by Benson  
Lecture 2- Aaker – chapter 2 +  
The Fall and Rise of strategic planning  
Lecture 3 chapter 3 +  
Hardball: Five Killer strategies of Trouncing competition

*Off With the Gloves: The Hardball Approach to Business:*

Lecture 4: chapter 4 +  
Blue Ocean Strategy

Lecture 5: chapter 5 +

The art of standard wars

Carl Shapiro; Hal R Varian. *California Management Review*; Winter 1999; 41, 2

Lecture 6: Chapter 6+

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*Market Segmentation, Product Differentiation, and Marketing Strategy*

*Lecture 7: chapter 7*

*Lecture 8: chapter 8 +*

*The lure of Global Branding*

*Lecture 9: Chapter 9+*

*First to market, first to fail*

*HBR's Must-Reads*

*on Strategy*

*Grading Scheme:*

*Essay / Project / Final Assignment / Home Exam / Referat 20 %*

*Active Participation / Team Assignment 80 %*

*Additional information:*

*During the semester, assignments for the coming week, which include business cases and articles will be published in the Moodle. These weekly tasks include reading articles, and solving business cases. Each student will submit in writing summary of an article and / or solution of the BC before the relevant meeting . In each meeting there will be a discussion of the articles and the BC. Students will present and discuss their solution and views. Participation in the discussions either in zoom or class formats by all participants is mandatory.*

*Research project: analysis of an industry or change in the industry. List of topics will be distributed.*