



TEL AVIV UNIVERSITY אוניברסיטת תל-אביב
Leon Recanati Graduate School of Business Administration
The Sofaer International MBA Program

Marketing Management

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Office hours: By appointment

Goals of the course

- Instilling fundamental ideas, models, and theories
- Analysis of systems and processes of Marketing
- An understanding of applications of Marketing tools

Method

The course will include lectures, background reading, case solving, and classroom discussion

Text

Kotler, Philip and Keller, Kevin Lane (2009). *Marketing Management*. Pearson International Edition, 13th Edition.

Course Requirements

1. Attendance and Participation
2. Reading mandatory course material and preparing homework according to the lesson plans
3. Presenting a business case in class (optional)
4. Submitting exercises and cases at the beginning of class or by email to the TA according to your assigned groups (4-5 students/group)
5. Submitting final exercise – Marketing Plan
6. Completing the final exam

Grade Breakdown

Cases	30%
Marketing Plan	30%
Final Exam	40%

Course Schedule

Class 1 – Fundamental Marketing concepts
Kotler 1, 2, 10

Class 2 – Fundamental Marketing concepts
Kotler 1, 2, 10

Class 3 – Fundamental Marketing concepts
Kotler 1, 2, 10

Class 4 – Marketing Strategy
Kotler 3, 5, 8, 9

Class 5 – Marketing Strategy and formulating a value oriented concept
Kotler 3, 5, 8, 9

Class 6 – Marketing Information
Kotler 4

Class 7 – Consumer Behavior
Kotler 6, 7

Class 8 – Product policy
Kotler 10, 11, 12, 15

Class 9 – Marketing Technological Products and channels
Kotler 18

Class 10 – Marketing Channels
Kotler 19

Class 11 – Communications and Advertising
Kotler 20

Class 12 – Communications, Advertising, and Pricing
Kotler 17, 21

Class 13 – Project Presentations