



Marketing Management

Lecturer: Michael Gally

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Course Time: Monday 8:15- 11:00
Tuesday 8:15- 11:00

Classroom: Room 303

Teaching Assistant:

E-mail:

Course Focus

Marketing Management is the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value. Marketing management seeks to meet organizational objectives by effectively satisfying customers in a dynamic environment. This course provides an overview of marketing processes and marketing principles, and provides students with the opportunity to apply the key concepts to practical business situations.

Learning Objectives

- To apply marketing theory and concepts to what marketers do in "the real world"
- To use marketing concepts to make business decisions
- To improve familiarity with current challenges and issues in marketing

Course Materials

Kotler, Philip and Keller, Kevin Lane (2011). *Marketing Management*. Pearson, 14th Edition.

Electronic Access to Course Materials

The course website at Virtual Tau: <http://virtual.tau.ac.il>

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

Grade Breakdown

Cases	30% (in groups of 3-4 students)
Marketing Plan	35% (in groups of 3-4 students)
Exam	35%

While you see the schedule bellow I reserve the option to change it, as we go.

Out Line and Readings

Session 1	Fundamental Marketing Concepts
Readings	Kotler 1
Session 2	Fundamental Marketing Concepts
Readings	Kotler 8
Session 3	Marketing Strategy
Readings	Kotler 2
Session 4	Market Information
Readings	Kotler 3,4
Session 5	Consumer Behavior
Readings	Kotler 5,6
Session 6	B2B Markets
Readings	Kotler 7
Session 7	On line Marketing \ Guest Lecture
Session 8	Product Policy
Readings	Kotler 9,10,12,13
Session 9	Marketing Technological Products
Readings	Crossing the Chasm - <u>Geoffrey A. Moore</u>
Session 10	Marketing Channels
Readings	Kotler 16
Session 11	Pricing Policy
Readings	Kotler 14
Session 12	Marketing Communication
Readings	Kotler 17,18,19
Session 13	Marketing Plan Presentation
Session 14	Marketing Plan Presentation