



Ben-Gurion University of the Negev
Guilford Glazer Faculty of Business and Management

New Course Proposal

November 2013

Lecturer: Professor Jean-Pierre HELFER IAE Paris Sorbonne University

Course name: Marketing

Brief course description:

This course aims to introduce students to a marketing approach, to understand the main concepts of strategic marketing and to know how to define the marketing program. The objective is to enable the students to develop skills in making marketing proposals.

The course includes the following subjects:

- Introduction to Marketing Management and Marketing elements
- Specific Market Segmentation, Targeting, and Positioning statements
- Building Strong Brands
- Conducting Marketing Research and Forecasting Demand
- Introducing New Market Offerings
- Developing Pricing Strategies and Programs
- Designing and Managing Integrated Marketing Communications
- Designing and Managing Integrated Marketing Channels
- Managing Personal Communications and Personal Selling

Course goals:

- Develop a capacity to be customer-oriented
- Discover the basics of marketing management (segmentation, targeting, positioning...) as well as new concepts (brand equity, hybrid channels,...)
- Understand social marketing specificities
- Build skills in strategic and management marketing tools
- Provide a stronger understanding of the competitive challenges of globalized and multicultural markets.
- Learn how to marketing can be implemented in non for profit organizations

At the end of this course, you should be able to propose a relevant Marketing Program.

Course topics:

| | | | |
|-----------------------|--|--|--|
| Friday 8th | Introduction , definition, understanding consumer behavior. Creating added value and competitive advantage. Conducting a marketing research | Text book Chap.1,2,3,4,5,6 | Case “Oxfam” |
| Sunday 10th | Strategic marketing : segmenting, targeting, positioning ; product and service development | Text book Chap. 7,8,9 | Case “Google” : text book p. 307 |
| Thursday 14 th | Marketing mix : pricing, branding, retailing, communication, | Text book Chap. 10,11,12,13,14,15 | Case “Swatch” Case “Amazon/ Walmart” : text book p. 357 |
| Friday 15th | Personal selling, direct marketing. Extending marketing. Students presentations | Text book Chap. 16,17,18,19,20 | Case “e-bay” : text book p. 542 Case “Children obesity” |

Detailed Bibliography:

Required reading: Text book : Philip Kotler . Gary Armstrong “Principles of marketing” Global edition 15th edition 2014 Pearson

Additional reading: Alan R. Andreasen. Philip Kotler “Strategic marketing for non profit organizations” 7th edition 2008 Pearson

Grading:

Participation / attendance/ cases study.....50

Final exam (documents allowed : text book, notes, slides)... 50%

The exam is a short case-study (and/or exercises) with some questions. Different answers could be relevant. Your task is to present your marketing analysis and yours recommendations. You have to argue each answer.

