

MARKETING MANAGEMENT FOR ENTREPRENEURS

Dr. Liraz Lasry

Fall Semester

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Office Hours: Upon request

Short description:

This course discusses the core topics of Marketing from a managerial and Entrepreneurial standpoint. Over the course of this class the “Marketing Language” will be presented through a survey of basic concepts and basic perceptions of Marketing. These basic concepts and perceptions constitute a foundation for possible expansions and analyses in more advanced courses in the field. The course will also provide a perspective on applying marketing strategy concepts to the real world in the entrepreneurial domain. Discussion of these concepts will be done with an emphasis on the framework of managerial decision-making, and include lectures, discussions and case studies as well as real-life examples to apply concepts into the real world. More specifically, we will discuss market and competitive analysis and their implication on marketing strategy, segmentation, targeting and positioning, branding and brand management, as well as storytelling and creating a viral buzz.

Assessment*:

Minor assignments:

Case Study Insights for Class Discussion (10%)

Midterm:

Brand Analysis Presentation (30%)

Brand and competitive analysis of a selected brand, based on the concepts of marketing, as discussed in the course so far

Final requirement:

Marketing Presentation and Written Assignment (40%)

This assignment provides students with the opportunity to fully implement the marketing language, framework, and research process learned in this course by creating one of the more important and meaningful marketing tools - the Marketing Plan.

Participation:

Class Participation (20%)

* Please note that if distance learning is required, the assessment procedure, modes of assessment and weightings may be changed.

Attendance:

Attendance is mandatory. Students are permitted a maximum of three absences without penalty. Any additional absences will affect the final grade and may result in failure of the course.

Academic conduct:

Plagiarism is taken extremely seriously. Any instance of academic misconduct which includes: submitting someone else's work as your own; failure to accurately cite sources; taking words from another source without using quotation marks; submission of work for which you have previously received credit; working in a group for individual assignments; using unauthorized materials in an exam and sharing your work with other students, will result in failure of the assignment and will likely lead to further disciplinary measures.

Additional requirements:

Please keep phones turned-off while in class