 **Date:** June 2014

Course Name and Number:

Fund Concepts in Marketing

66-024-01

**Type of course:** Lecture

**Year of Studies:**2014-2015 **Semester:** Fall  **Hours/credits:** 3

**Instructor:** *Dr. S. Gottlieb* (**e-mail**: *jmgsy89@gmail.com*)

**Course Description:**

Introduction to the principles of modern-day marketing covering key

topics as consumer behavior and demographics, marketing research, product development and pricing, marketing of business services, designing a marketing plan, mass advertising, sales promotion techniques and public relations, product distribution channels, international marketing, and current marketing issues.

**Detailed Lesson plan:**

***1. Introduction & history of marketing*  Class 1 &2**

***2. Marketing ethics* (Ch. 20) Class 3**

***3. Consumer behavior& demographics* (Ch. 5) Class 4**

***4. Marketing research*** *m****ethodology* (Ch. 4) Class 5**

***5. Product design & development* (Ch. 9) Class 6**

***6. Services marketing*****(Ch. 8) Class 7**

***7. Pricing strategy*****(Ch. 11) Class 8**

***8. Advertising and media placement* (Ch. 15) Class 9**

***9. Sales promotion* (Ch. 15) Class 10**

***10. Public relations* (Ch. 16) Class 11**

***11. Retail and wholesale channels* (Ch. 12) Class 12**

***12. Global marketingand Israel* (Ch. 19) Class 13**

**Course requirements**

Mid-Term Exam (or *Marketing Paper)* (50% of grade)

Final Exam (50% of grade)

**Required textbooks, other textbooks**:

***Principles of Marketing***

***Phillip Kotler& Gary Armstrong***

***13th Edition: Prentice Hall 2009***