

***Principles of***

***Marketing***

**Course Type:** Business

**Semester:** Fall, 2015

**Course Number:** 66-024-01

**Date/Time:** Monday 2 PM

**Course Credit/hours:** 3 Units

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

**Course Objective***:* Introductory study into the basic principles of marketing used in

business today.

**Course Description**

*This class focuses on the current marketing concepts of consumer demographics and purchase*

*patterns, marketing research, product development and pricing, marketing of business*

*services, designing a marketing plan, mass advertising, sales promotion techniques and public*

*relations, distribution channels, international marketing, and new marketing issues.*

**Requirements/Grading**

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

Final Exam (50% of grade)

**Bibliography/Textbook**

***Principles of Marketing***

***Phillip Kotler & Gary Amstrong***

***16th Global Edition: Pearson 2015***

**Course Syllabus/Lesson Plan:**

**Session 1 - *Introduction & history of marketing***

**Session 2 - *Marketing ethics* (Ch. 20)**

**Session 3 - *Consumer behavior******& demographics* (Ch. 5)**

**Session 4 - MIS & *Marketing research*****(Ch. 4 )**

**Session 5 - *Product design & development* (Ch. 9)**

**Session 6 - *Services marketing*****(Ch. 8)**

**Session 7 - *Pricing strategy*****(Ch. 11)**

**Session 8 - *Advertising and media placement* (Ch. 15)**

**Session 9 - *Sales promotion* (Ch. 16)**

**Session 10 - *Public relations* (Ch. 15)**

**Session 11 - *Distribution channels* (Ch. 13, 17)**

**Session 12 - *Global marketing******and Israel* (Ch. 19)**