

# *Introduction to Marketing*

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

**Course Type:** Business      **Year of Study:** 2018   **Semester:** Fall

**Course Hours/Credit:** 3      **Course Time:** Wednesday 2 PM

**Course Instructor:** *Dr. S. Gottlieb*

**Course Web Site:** (*e-mail:* [jmgsy89@gmail.com](mailto:jmgsy89@gmail.com))

**Course Pre-requisite:** *None*

**Course Objective:**

*This introductory course focuses on the basic principles of marketing used in business today with emphasis on product development & branding, consumer behavior & demographics, pricing strategies, distribution channels, personal selling, advertising, services mix, and research design.*

**Teaching Method:** *Lecture & hand-outs*

**Course Requirements:** *Class attendance and student participation*

**REMINDER:** Students who avoid class and do not engage in lecture discussions will hurt their final grade and subsequently their academic GPA.

**Course Lesson Plan:**

Session 1 - <i>Introduction &amp; history</i>	
Session 2 - <i>Ethics &amp; social responsibility</i>	(Ch. 20)
Session 3 - <i>Consumer behavior &amp; segmentation</i>	(Ch. 5)
Session 4 - <i>Research design &amp; implementation</i>	(Ch. 4)
Session 5 - <i>Product branding &amp; life cycle</i>	(Ch. 9)
Session 6 - <i>Services marketing mix</i>	(Ch. 8)
Session 7 - <i>Pricing concepts &amp; strategies</i>	(Ch. 10,11)
Session 8 - <i>Advertising and media placement</i>	(Ch. 15)
Session 9 - <i>Sales promotion &amp; personal selling</i>	(Ch. 16)
Session 10 - <i>Public relations</i>	(Ch. 15)
Session 11 - <i>Supply chain distribution</i>	(Ch. 12)
Session 12 - <i>Retailing &amp; e-commerce channels</i>	(Ch. 13, 17)
Session 13 - <i>Global marketing and Israeli consumerism</i>	(Ch. 19)

**Grade Components:** (Numerical grade)

Mid-term exam (or *marketing paper*) (40% of grade)

Final exam (50% of grade)

Class attendance (10% of grade)

## Extra-credit assignments

**NOTE:** Questions on both exams are multiple-choice and fill-in type. It is strongly advised that YOU DO NOT use another students "incorrect" classnotes to study for these exams.

**Course Textbook:** (Elective)

***Principles of Marketing***  
***Philip T. Kotler & Gary Armstrong***  
***17th Edition: Pearson 2017***  
***ISBN-13: 978-0134492513***  
***ISBN-10: 013449251X***