

Date: Sep. 2025

Syllabus: Principles of Business Marketing

**Natalie Menaged**

Course No **: 66-024-01**

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| **Course Type:** | Lecture |
| **Scope of credits:** | 3 |
| **Year of study:** | 2025-26 |
| **Semester:** | Spring |
| **Day & Time:** | Wednesday, 2:00 – 4:15 pm |
| **Reception Time:** | By appointment and whatsapp |
| **Lecturer Email:** | menagen1@biu.ac.il |

**Course description and learning goals**

**Course Abstract**

*This class focuses on the basic theories and practices in business marketing today, with an emphasis on recent trends and shifting forces that impact marketing in the digital age. Topics will include basic marketing concepts, strategies, and practices, as well as customer value, engagement, and relationships.*

**Learning objectives**

*Students will gain a comprehensive working knowledge of marketing principles & tools for the current global climate.*

**Knowledge**

*Topics will include basic marketing concepts, theories, strategies, and practices, as well as customer value, engagement, and relationships. Contemporary topics such as data analytics, artificial intelligence, marketing ethics, sustainable marketing, and the effects of the Covid-19 pandemic on marketing will be addressed.*

**Skills**

*Students will develop an understanding of the role of marketing in a business organization specifically, and in our society at large. Taking this course will help students determine whether a career in marketing is right for them. They will also be more generally aware of the impact marketing has on their lives, and be able to:*

*- Select, analyze, and define target markets for selected products and services.*

*- Look at developing trends in marketing.*

*- Improve writing, technology, critical thinking, test-taking and creative thinking skills*

*- Generate a marketing plan for a product or service*

**Classes**

1. The Purple Cow in the Blue Ocean – February 18

Topic: Marketing: Creating Customer Value and Engagement

1. The SWOT in the Mixing Pot: Strategy – February 25

Topic: Company & Marketing Strategy: Partnering to Build Customer Engagement, Value, & Relationships

1. Trends and Friends – March 11

Topic: Analyzing the Marketing Environment, Managing Marketing Information to Gain Customer Insights

1. You Are What You Eat – March 18

Topic: Understanding Buyer Behavior and Creating Value for Target Customers

1. Brandy & Wine – March 25

Topic: Branding Product and Services to Build Customer Value

1. The Price is Right – April 15

Topic: Pricing: Understanding and Capturing Customer Value

The Circle of Life

Topic: Developing New Products and Managing the Product Life Cycle

1. Netflix & Fill – April 29

Topic: Marketing Channels: Delivering Customer Value, Retailing and Wholesaling

1. When B2C Meets GPT – May 13

Topic: Advertising and Public Relations, and Digital Marketing

1. Avon Calling – May 20

Topic: Personal Selling and Sales Promotion

1. It’s A Small World – May 27

Topic: The Global Marketplace, Sustainable Marketing: Social Responsibility and Ethics

\* Marketing Project Presentations – May 27, June 3, June 11

**Final grade**

Grade Components (Numerical grade):

Class attendance & participation (25%)

Weekly homework assignments (25%) – (case study analyses)

Marketing Project (25%) – due April/May

Final exam (25%) – June

**Course** requirements

* Course Textbook: *Marketing: An Introduction* 15th edition, *Gary Armstrong, Philip Kotler,* Pearson, Copyright: 2023.
* Students can rent or purchase the textbook here: <https://www.pearson.com/en-us/subject-catalog/p/marketing-an-introduction/P200000007027/9780137704408>
* Course Format: This course is delivered primarily through in-person lectures on Wednesdays from 2:00-4:15 pm. It is recommended to read the selected chapters in the textbook before class.
* After each lecture, there is a homework assignment in the online Moodle portal. Each case study assignment is due by the start of the next class, and Moodle automatically closes at that time.
* There will be a group project in the form of a Marketing Project Assignment, as described below.
* There will be a final exam at the end of the course.

**Marketing Project Assignment:**   
This semester you will be part of a group that writes and presents a marketing plan for a new product you create for an existing company. Imagine you are the R&D team of a major company. (Marketing Plans can be written at different levels of detail – ex. at the level of the entire organization, the business unit, or the product/product line.) **You will write a marketing plan at the level of a new product for an existing company.**

Each group will choose an existing company and create a new product for which to write a marketing plan. This new product can be a good or a service, but it must be consistent with the company you have chosen.

Deadlines:

Due before start of class 2: who is your group? (4-5 people) what company? (5 points)

Due before start of class 3: what is the new product you are marketing? (5 points)

Due by April 27: your written report (80 points) and your visual (50 points)

Due by May 28: your class presentation (80 points)

Other portions of your grade will be:

* Attentiveness during class presentations (15 points)
* Peer reviews (feedback from your teammates) (15 points)

All assignments must be submitted via **email**. WhatsApp is not an acceptable way to submit assignments.

**Total: Up to 250 points, counts as 25% of your final grade**

Your written plan will include:

1. Executive Summary (1 page or less)

2. Company Overview

Ex. Mission statement, core values, top performing products/services

3. Situation Analysis/ SWOT analysis

Factors affecting both your company as a whole and at the new product level

Ex. Porter’s Five Forces industry analysis, competitive analysis, SWOT analysis with emphasis on opportunities

4. Current Marketing Strategy of the Company

Ex. Market description, review of products, competition, distribution

5. Visual of the New Product

Ex. Description, AI-generated visual

6. Strategic Focus and Plan for New Product

Ex. Market research, target market, competitive advantage positioning considerations, value proposition, objectives, possible obstacles for the first 1-2 years

7. Marketing Mix Strategy

Ex. Product, price, place, promotion (include branding)

8. Action Plan

Month by month for the first year, and in general for the second year

9. Budgets

Include the overall costs and expected/estimated revenue per year

10. Goals

Ex. Provide key performance indications

11. Controls & Considerations

Ex. Mechanisms for staying on track. Considerations about ethics, sustainability, globalization, etc.

The project consists of two parts:

* A written report (including a visual). There are no specific page limits, so take the space you need to do a good job.
* A class presentation of the visual and the main elements of your plan. You may use PowerPoint or other aids. This presentation should **not** include every detail of your written report – rather, it should be done in a way that engages your classmates. Think of this as a marketing pitch. You have 15 minutes to do this presentation.
* Supporting information **must** include an AI-generated visual. You may also want to include: mock-ups of packaging/product, advertising, promotions, tables, charts, graphs, etc. You do not have to include all of these things.
* It is not strictly required for all group members to participate in all portions of the project. It is more important to put together a good report where everyone contributes equally and works well together.
* Your report & presentation will be graded on content, accuracy, professionalism, thoroughness, & creativity.

**Active learning –** **lessons plan:**

1. The Purple Cow in the Blue Ocean

Topic: Marketing: Creating Customer Value and Engagement

Reading: Chapter 1

Additional Sources:

Chan, K. W., & Mauborgne, R. A. (2005). *Blue ocean strategy.* Harvard Business Review Press.

Godin, S. (2003). *Purple cow: Transform your business by being remarkable*. Portfolio.

Learning Objectives:

* Define marketing, outline steps in marketing process
* Importance of understanding the marketplace and customers
* Five core marketplace concepts.
* Key elements of a customer value–driven marketing strategy
* Customer relationship management strategies
* Strategies for creating and capturing value
* Major trends and forces effecting the the marketing landscape

Case study: Balis, J. (2021, March 10). 10 Truths About Marketing After the Pandemic. *Harvard Business Review.* <https://hbr.org/2021/03/10-truths-about-marketing-after-the-pandemic>

1. The SWOT in the Mixing Pot: Strategy

Topic: Company and Marketing Strategy: Partnering to Build Customer Engagement, Value, and Relationships

Reading: Chapter 2

Additional Source: *SWOT Analysis,* Corporate Finance Institute. <https://corporatefinanceinstitute.com/resources/management/swot-analysis/>

Learning Objectives:

* Company-wide strategic planning and its four steps
* Designing business portfolios and developing growth strategies
* Marketing’s role in strategic planning
* Creating and delivering customer value
* Forces that influence a customer value–driven marketing strategy
* Marketing management functions, including elements of a marketing plan
* Importance of measuring and managing marketing return on investment.

Case studies: Why Amazon Failed in China - <https://www.youtube.com/watch?v=g3ddcu-LLWI>

How Starbucks Won China - <https://www.youtube.com/watch?v=19ITrZHrPlg>

1. Trends and Friends

Topic: Analyzing the Marketing Environment, Managing Marketing Information to Gain Customer Insights

Reading: Chapters 3 & 4

Additional Sources:

Mayor, T. (2022, October 26). *MIT Sloan research on artificial intelligence and machine learning.* <https://mitsloan.mit.edu/ideas-made-to-matter/mit-sloan-research-artificial-intelligence-and-machine-learning>

Learning Objectives:

* Environmental forces that affect the company’s ability to serve its customers
* How changes in demographic and economic environments affect marketing decisions
* Major trends in the firm’s natural and technological environments
* Key recent changes in the political and cultural environments
* Intro to public policy and ethics issues.
* How companies can react to the marketing environment
* Importance of information in gaining insights about the marketplace and customers.
* The marketing information system and its parts
* The role of marketing research
* Steps in the marketing research process

Case studies: Big Data - <https://www.youtube.com/watch?v=q7m_dFFst0U>

Big Data Explained - <https://www.youtube.com/watch?v=0mN01_MdR2c>

[Survey Design Best Practices](https://lemida.biu.ac.il/mod/url/view.php?id=1950078) <https://www.mymarketresearchmethods.com/survey-design-best-practices/>

1. You Are What You Eat

Topic: Understanding Buyer Behavior and Creating Value for Target Customers

Reading: Chapters 5 & 6

Additional Sources:

Sauro, J. (2018). *15 common ratings scales explained.* <https://measuringu.com/rating-scales/>

Twohill, L. (2018, June). *Four lessons we’ve learned, sometimes the hard way, about inclusive marketing.* Think with Google. <https://www.thinkwithgoogle.com/intl/en-%09gb/future-of-marketing/management-and-culture/diversity-and-inclusion/four-%09lessons-weve-learned-sometimes-hard-way-about-inclusive-marketing/>

Learning Objectives:

* The consumer market and the major factors that influence consumer buyer behavior
* Identify and discuss the stages in the buyer decision process
* ﻿Adoption and diffusion process for new products
* The business market
* Major factors that influence business buyer behavior
* Steps in the business buying decision process
* How online, mobile, and social media have changed business-to-business marketing.
* Major steps in designing a customer value–driven marketing strategy: market segmentation, targeting, differentiation, and positioning
* Major bases for segmenting consumer and business markets
* How companies identify attractive market segments and choose strategy
* How companies differentiate and position products for maximum competitive advantage.

Case studies: These 10 Companies Produce Almost Everything You Use Every Day...

<https://www.youtube.com/watch?v=aXqIx4vfvok>

Apple’s ‘Get A Mac’ Ads - <https://www.youtube.com/watch?v=1rV-dbDMS18>

1. Brandy & Wine

Topic: Branding Product and Services to Build Customer Value

Reading: Chapter 7

Additional Source:

Meeker, A. (2022, November-December). Negative Reviews Can Boost Sales Even More Than Positive Ones*. Harvard Business Review.* <https://hbr.org/2022/11/negative-reviews-can-boost-sales-even-more-than-positive-ones>

Learning Objectives:

* Definition of product
* Major classifications of products and services
* Decisions companies make regarding individual products and services, product lines, product mixes
* Four characteristics that affect the marketing of services
* Additional marketing considerations that services require
* Branding strategy and decisions in brand management

Case studies: Why Wealthy Americans Love AmEx <https://www.youtube.com/watch?v=EbLmCRuoW1w&t=2s>

Brands in the Metaverse <https://www.youtube.com/watch?v=-x38ojXzG0I>

1. The Circle of Life

Topic: Developing New Products and Managing the Product Life Cycle

Reading: Chapter 8

Additional Source:

Riserbato, R. (2021, December 10). The Six Stages of the Product Life Cycle. <https://blog.hubspot.com/marketing/product-life-cycle>

Learning Objectives:

* How companies find and develop new product ideas
* Steps in the new product development process
* Stages of the product life cycle
* How marketing strategies change during a product’s life cycle
* Socially responsible product decisions
* International product and services marketing.

Case studies: The Rise and Fall of Blackberry <https://www.youtube.com/watch?v=j5JLWITs0yg>

Why China’s Shein is Winning Fast Fashion <https://www.youtube.com/watch?v=9XCKnN6o19k>

The Price is Right

Topic: Pricing: Understanding and Capturing Customer Value

Reading: Chapter 9

Additional Sources:

Customer Value Propositions in Business Markets. *Harvard Business Review*.

<https://hbr.org/2006/03/customer-value-propositions-in-business-markets> <https://bit.ly/3Fw2kKG>

Gauri, D., Raghunathan, R., & Wang, W. (2022, October 19). Research: When Consumers Feel Less Powerful, They Seek More Variety. *Harvard Business Review*. <https://hbr.org/2022/10/research-when-consumers-feel-less-powerful-they-seek-more-variety>

Learning Objectives:

* Definition of price
* Three major pricing strategies
* Importance of understanding customer value perceptions, company costs, and competitor strategies when setting prices
* Other important external and internal factors affecting pricing decisions
* Major strategies for pricing new products
* Finding a set of prices that maximizes the profits from the total product mix
* How companies adjust and change their prices to consider different types of customers and situations
* Major public policy concerns and key pieces of legislation that affect pricing decisions.

# Case studies: Dynamic Pricing Explained <https://www.youtube.com/watch?v=vTWhsgs3ZRA>

# Pricing Elasticity: The Economic Concept Behind How Companies Price Products <https://www.youtube.com/watch?v=dmgFP0qteBU>

1. Netflix & Fill

Topic: Marketing Channels: Delivering Customer Value, Retailing and Wholesaling

Reading: Chapters 10 & 11

Learning Objectives:

* Why and how companies use marketing channels
* How channel members interact and organize
* Major channel alternatives
* How companies select, motivate, and evaluate channel members
* Nature and importance of marketing logistics and integrated supply chain management.
* Role of retailers in the distribution channel
* Major types of retailers
* Omni-channel marketing for today’s digitally connected consumers
* Major retailer marketing decisions
* Major trends and developments in retailing
* Major types of wholesalers and their marketing decisions

# Case studies: Amazon vs. Walmart: How the Giants Look to Each Other to Best Each Other

<https://www.youtube.com/watch?v=vx_XGfGB2VE&t=128s>

# How Companies Are Overhauling Supply Chains to Ease Bottlenecks

<https://www.youtube.com/watch?v=k59VG4Vmfuk>

1. When B2C Meets GPT

Topic: Advertising and Public Relations, and Digital Marketing

Reading: Chapter 12 & 13

Additional Sources:

### Dean, B. (2020, April 28). *We Analyzed 11.8 Million Google Search Results. Here’s What We Learned About SEO*. <https://backlinko.com/search-engine-ranking>

Learning Objectives:

* Four promotion mix tools for communicating customer value
* The changing communications landscape and need for integrated marketing communications
* Major decisions involved in developing an advertising program
* How companies use public relations to communicate with their publics
* Digital marketing definition
* Benefits of digital marketing to customers and companies
* Consumer and market research required to design an effective digital marketing campaign
* Different digital channels and media
* How companies create an omni-channel marketing strategy
* Public policy issues presented by digital marketing.

# Case studies: How Starbucks Operates Like a Bank While Serving Coffee

<https://www.youtube.com/watch?v=1-OJX1rwnl8>

Google Antitrust case <https://www.politico.com/news/2023/02/02/google-antitrust-washington-00080614>

1. Avon Calling

Topic: Personal Selling and Sales Promotion

Reading: Chapter 13

Additional Sources:

### Alemany, C. (2022, October 10). [How to Get Empathetic Marketing Right](https://hbr.org/2022/10/how-to-get-empathetic-marketing-right). *Harvard Business Review.* <https://hbr.org/2022/10/how-to-get-empathetic-marketing-right>

### Rhoads, B. (2014, September 11). *7 Ancient Archetypes Your Brand Storytelling Should Use.* <https://contentmarketinginstitute.com/articles/ancient-archetypes-brand-storytelling-should-use/>

Learning Objectives:

* Role of salespeople in engaging customers, creating customer value, and building customer relationships
* Six major sales force management steps
* The personal selling process, both transaction-oriented marketing and relationship marketing
* How sales promotion campaigns are developed and implemented

# Case studies: 10 Best Super Bowl Commercials 2023 <https://www.youtube.com/watch?v=Gbx-HvymI-o>

A 14-Point Ecommerce Checklist to Launch Your Shopify Store. <https://www.shopify.com/blog/shopify-store-launch-checklist>

1. It’s A Small World

Topic: The Global Marketplace, Sustainable Marketing: Social Responsibility and Ethics

Reading: Chapters 15 & 16

Additional Sources:

What is PESTLE Analysis? <https://pestleanalysis.com/what-is-pestle-analysis/>

Learning Objectives:

* Global marketing definition
* Deciding whether and how to go global
* How global political, economic, sociocultural, technological, legal, and environmental factors affect a company’s global marketing decisions
* Deciding which markets to enter
* Three key approaches to entering global markets
* How companies adapt their marketing strategies and marketing mixes for global markets
* Three major forms of global marketing organization
* Sustainable marketing definition and importance
* Major social criticisms of marketing and some counterargument
* How consumer, societal, and corporate forces drive sustainable marketing strategy
* How to build a sustainable marketing organization.

# Case study: Why Coca-Cola Still Dominates The Beverage Market

<https://www.youtube.com/watch?v=jnnZT3Fm7Bo>

Ethics case studies: L’Oréal, Airborne, Volkswagen, Luxottica

Marketing Plan Presentations