NYU Tel Aviv
Introduction to Marketing

Instructor Information

- Dr. Liraz Lasry
- Office Hours: by appointment
- Liraz@LirazLasry.com

Course Information

- MKTG-UB 9001
- Introduction to Marketing
- This course discusses the core topics of Marketing from a managerial 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 and startups 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. We will discuss in depth the theoretical concepts that have been presented in class, and connect them to one another and to real life examples. More specifically, they will discuss market and competitive analysis and their implication on marketing strategy, segmentation, targeting and positioning, branding and brand management, as well as PR and marketing communications. Prerequisites: None
- Mondays, 10:00am – 12:50pm
- NYUTA Academic Center, 17 Brandeis Street, Innovation Studio

Course Overview and Goals

Upon Completion of this Course, students will be able to:

- To understand the role of Marketing in a company and its contribution to its strategic business development.
- To develop scientific thinking (theoretical depth and critical thinking) about the theory and practice of Marketing Management.
- To develop the ability to design and implement Marketing decisions by acquiring concepts, theories and tools needed for analysis, planning, implementation and control of marketing strategies; and practicing these processes and use of these tools by analyzing situations and decisions in Marketing.
Course Requirements

Short Personal Exercise
Market Analysis of an innovative product in a new market

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

Marketing Plan and Presentation
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.

Class Preparation
Preparation for class case studies and discussions

Class Participation
Participation, engagement and contribution to class discussions, presentations, workshops and case studies.

Grading of Assignments
At NYU Stern, we strive to create courses that challenge students intellectually and that meet the Stern standards of academic excellence. To ensure fairness and clarity of grading, the Stern faculty have agreed that for elective courses the individual instructor or department is responsible for determining reasonable grading guidelines.

I have elected to use the following grading guidelines for this course:

<table>
<thead>
<tr>
<th>Assignments/Activities</th>
<th>% of Final Grade</th>
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<tbody>
<tr>
<td>Short Personal Exercise</td>
<td>10%</td>
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<tr>
<td>Brand Analysis</td>
<td>20%</td>
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<tr>
<td>Marketing Plan and Presentation</td>
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<tr>
<td>Class Preparation</td>
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<tr>
<td>Class Participation</td>
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Failure to submit or fulfill any one of the required course component results in failure of the class.
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<thead>
<tr>
<th>Week/Date</th>
<th>Topic</th>
<th>Reading</th>
<th>Assignment Due</th>
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<tbody>
<tr>
<td>Feb. 14</td>
<td>Market Analysis</td>
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<td>Mar. 7</td>
<td>Targeting and Positioning</td>
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<td>Mar. 21</td>
<td>Brand Analysis Presentations</td>
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<td>Brand Analysis Presentations Due</td>
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<td>Mar. 28</td>
<td>Building Brands and Brand Management, Strategic Branding and Marketing Dilemmas</td>
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<tr>
<td>Apr. 11</td>
<td>Building Brands and Brand Management, Strategic Branding and Marketing Dilemmas</td>
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<td>Apr 18</td>
<td>Marketing Communications: Creating 'Viral'</td>
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<td>Apr 25</td>
<td>Marketing Communications</td>
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<td>May 2</td>
<td>Storytelling Workshop</td>
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<td>May 9</td>
<td>Marketing Plans</td>
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**Tests and Quizzes**
- N/A

**Course Materials**

**Required Textbooks & Materials**
- All other readings are available on NYU Classes

**Optional Textbooks & Materials**
- N/A

**Resources**
- Access your course materials: NYU Classes (nyu.edu/its/classes)
- Databases, journal articles, and more: Bobst Library (library.nyu.edu)
- Assistance with strengthening your writing: NYU Writing Center (nyu.mywconline.com)
- Obtain 24/7 technology assistance: IT Help Desk (nyu.edu/it/servicedesk)
Course Policies

Attendance and Tardiness

Study abroad at Global Academic Centers is an academically intensive and immersive experience, in which students from a wide range of backgrounds exchange ideas in discussion-based seminars. Learning in such an environment depends on the active participation of all students. And since classes typically meet once or twice a week, even a single absence can cause a student to miss a significant portion of a course. To ensure the integrity of this academic experience, class attendance at the centers is mandatory, and **unexcused absences will be penalized with a two percent deduction from the student’s final course grade.** Students are responsible for making up any work missed due to absence. Repeated absences in a course may result in failure.

All medical-based absence requests MUST be presented to the Manager of Student Life and Housing (MSLH). In the case of illness, contact the MSLH within seven (7) days of the absence or as soon as practicable and provide medical documentation. Non-medical requests should be made to the Assistant Director for Academics (AD/Academics) and in advance of the intended absence. Your instructors will be informed of any excused absence; they are not authorized to approve your absence, and they are required to report any absences to the AD/Academics.

NYU Policy on Religious Holidays

- Students who anticipate being absent because of any religious observance should, whenever possible, notify faculty and the AD/Academics in advance of such anticipated absence.

- Whenever feasible, examinations and assignment deadlines should not be scheduled on religious holidays. Any student absent from class because of his/her religious beliefs shall not be penalized for any class, examination, or assignment deadline missed on that day or days. In the event that examinations or assignment deadlines are scheduled on a religious holiday, any student who is unable to attend class shall be permitted the opportunity to make up any examination or to extend any assignment deadline missed on that day or days.

- No adverse or prejudicial effects shall result to any student who avails him/herself of the provisions of the resolution.

- A violation of these policies and principles shall permit any aggrieved student to bring forward a grievance, provided under the University Grievance Procedure.

Late Assignments

All works must be submitted on time unless you have received an explicit extension. Any late submission may result in grade deduction at the sole discretion of the instructor.

Academic Honesty/Plagiarism

Plagiarism is the presentation of another person’s words, ideas, judgment, images or data as though they were your own, whether intentionally or unintentionally. Plagiarism constitutes an academic offence for which you can be disciplined. Punishment may include a failing grade, suspension or expulsion. In all confirmed cases, a report will be sent to the student’s Dean at NYU or, in the case of a non-NYU student, to the home institution.

Disability Disclosure Statement
Academic accommodations are available for students with disabilities. Please contact the Moses Center for Students with Disabilities (212-998-4980 or mosescsd@nyu.edu) for further information. Students who are requesting academic accommodations are advised to reach out to the Moses Center as early as possible in the semester for assistance.

Instructor Bio

Dr. Liraz Lasry specializes on business, professional and personal growth of C-level Executives, Investors and Seasoned Entrepreneurs. She is doing so on several levels:

**Executive Education** - Dr. Lasry holds a Ph.D. in Business from the Coller Graduate School of Business, Tel Aviv University. One of her PhD advisors was the world-renowned behavioral economist Prof. Dan Ariely (Duke University). Liraz holds several academic positions: she is a popular Lecturer at Tel-Aviv University's MBA and Executive programs, as well as at NYU Tel-Aviv and Columbia Programs. She is also the developer of a popular executive training program and is formerly the associate academic manager of the Global MBA program at Tel-Aviv University (Sofaer IMBA).

**Public Speaking** - Dr. Lasry is a TEDx speaker and an international Public Speaker. She is often invited to give talks, workshops or weekend retreats on conferences or corporate management events, with many international executives, investors and corporate as her clients, some of which are Checkpoint, Intel, Microsoft, Thailand's national innovation accelerator, Johnson and Johnson, HP, and more. Main topics include Creating Viral Trends | Storytelling | Branding | Personal Branding | Spreading Innovation | Creativity | Executive Personal Growth | Inspiration.

**Personal and strategic advisor** - Dr. Lasry is a personal and strategic advisor to top C-level Executives, investors, seasoned entrepreneurs, VCs, and corporates around the world. She also sits on several boards and is a judge at several innovation competitions.

**Founder of Executive Retreats** - Dr. Lasry is the founder of the XPAND Executive Retreat - a unique retreat format customized for personal and professional growth of C-level executives, high-impact investors, and leading entrepreneurs. Liraz is also co-owner of 'Founders Kite Club' - a German company (GMBH) that brings together a European community of experiences entrepreneurs, investors, and executives for professional and personal growth.

Liraz is a passionate kite surfer, a beginner wave surfer and free diver, world traveler and a painter whose paintings have been exhibited and sold around the world.