



# Short Syllabus



## Course Title

**Marketing Management for Entrepreneurs**

## Lecturer

Dr. Liraz Lasry

## Contact details

[Liraz@LirazLasry.com](mailto:Liraz@LirazLasry.com) Office Hours: By appointment

## Semester

Fall

## Short Description

This course discusses the core topics of Marketing from a managerial and Entrepreneurial 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 domain. These concepts will be explored 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. More specifically, we will discuss market and competitive analysis and their implication on marketing strategy, segmentation, targeting and positioning, branding and brand management, as well as storytelling and creating a viral buzz.

## Final grade components

Minor assignments:  
Case study analysis. 10%

Midterm:  
Brand Analysis. 30%

Final requirement:  
Marketing Plan. 40%

Participation:  
20%

## Attendance

Attendance is mandatory. Students are permitted a maximum of three absences without penalty. Any additional absences will affect the final grade and may result in failure of the course.

## Academic Conduct



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Plagiarism is taken extremely seriously. Any instance of academic misconduct which includes: submitting someone else's work as your own; failure to accurately cite sources; taking words from another source without using quotation marks; submission of work for which you have previously received credit; working in a group for individual assignments; using unauthorized materials in an exam and sharing your work with other students, will result in failure of the assignment and will likely lead to further disciplinary measures.

## **Additional requirements**

Students are required to keep phones turned-off while in class.