
Strategic Marketing in a Global Business Environment

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Wednesday, January 3	Arrival in Israel
Thursday, January 4	Technion University, Haifa
Friday, January 5 -- Saturday, January 6	Visit historical sites in north Israel
Sunday, January 7 -- Thursday, January 11	Meet with start-up and established businesses in Technion University, Haifa
Friday, January 12 -- Sunday, January 14	Visit Jerusalem, Masada, and the Dead Sea historical sites and businesses
Monday, January 15 -- Thursday, January 18	Meet with start-up and established businesses in Tel Aviv
Friday, January 19	Return to U.S.

This three-week intensive course will introduce students to strategic marketing on a global scale. The course examines marketing practice across a range of industries from start-up firms in high tech to MNEs managing global brands from Israel in business-to-consumer and business-to-business applications. Students will learn through application of content, direct exposure to organizations, and discussions with professionals in various fields of marketing. Students will gain an understanding of the interconnectedness and interdependence of business across country borders. Grading is based on a team project and participation in class activities. Prerequisites: none. Recommended: EN.660.250 Principles of Marketing. This class is taught in English.

Course Topics

1. Firm strategy and marketing's role in the firm
2. Economic, cultural, historical, and geographic influences of Israel on organizations
3. Consumer and business decision making
4. Market research
5. Product development and management
6. Pricing strategies
7. Distribution--marketing channels and supply chains
8. Promotion--B2C and B2B

Pre-reading: Senor, D. and Singer, S. (2009). *Start-up nation: The story of Israel's economic miracle*. New York: Twelve.