

COURSE FILE SUMMARY (NEW)

COURSE INFORMATION

<u>College/ Institute / Center</u>	Management & Technology	<u>Department</u>	Marketing & International Business
<u>Programme Title</u>	Bachelor of Business Administration	<u>Programme Code</u>	
	Principles of Marketing	<u>Course Code</u>	E(A) 211
# Hours	-----2----- Lecture	-----2----- Lab / <u>Tutorial</u>	-----3----- Credit
Pre Requisites : Management II EA121			

COURSE DESCRIPTION

This introductory course exposes students to nature and scope of marketing, marketing systems, the marketing environment, definition of market, market segmentation and buyer's behavior. Furthermore, students shall be exposed to product development, pricing, promotion and basic distribution strategies and more importantly the application of these topics to the Egyptian environment and market.

COURSE OBJECTIVES

- 1- Understand the definition, nature and scope of marketing.
- 2- Acquire a full understanding about marketing strategy, environment and process.
- 3- Exposure to product, service and branding strategies.
- 4- Acquire knowledge about pricing, promotion and distribution approaches and strategies.
- 5- Exposure to contemporary issues in marketing.

STAFF REQUIREMENTS

	Qualifications	Special Skills	Number
<u>Lectures</u>	PH. D In Marketing	Interpersonal Computer	1
<u>Tutorials</u>	-Bachelor of BA Major Marketing	Interpersonal Computer	1/2
<u>Laboratories / Workshops</u>			

LECTURE SCHEDULE

Lecture			Description
#	Week	Hrs	
1	1 st .	3	Chapter 1: Marketing, managing profitable customer relationships
2	2 nd .	3	Chapter 1 ...continued
3	3 rd .	3	Chapter 2: Company and Marketing Strategy
4	4 th .	3	Chapter 3: The Marketing Environment.
5	5 th .	3	Chapter 3.... Continued.
6	6 th .	3	Chapter 7: Segmentation, Targeting and Positioning.
7	7 th .	3	Mid - term Exam
8	8 th .	3	Chapter 7.... Continued
9	9 th .	3	Chapter 8: Product, Services and Branding Strategies.
10	10 th .	3	Chapter 9: Product- Life Cycle (P.328) <i>Submission of Term Paper</i>
11	11 th .	3	Chapter 10: Pricing Approaches(P. 357) & Strategies (370 - 382)
12	12 th .	3	Chapter 14: Integrated Marketing Communication Strategy.
13	13 th .	3	Chapter 14... Continued
14	14 th .	3	Chapter 18: Marketing in the digital Age
15	15 th .	3	Revision
16	16 th .	3	Final Exam

TEXT BOOKS

Code*	Description
RB	Principles of Marketing, 12 th edition, Kotler and Armstrong, Prentice Hall

READINGS & OTHER RESOURCES

Code*	Description
	<ul style="list-style-type: none"> - Journal of Marketing - American Marketing Association Website: www.marketingpower.com - www.emerald.com - www.prenhall.com/kotler - Marketing, Real People, Real Choices- 4th edition, Solomon, Marshall & Stewart - Introduction to Marketing, Kotler & Armstrong

TUTORIAL SCHEDULE

Tutorial			Topic
#	Week	Hrs	
1	1	2	
2	2	2	
3	3	2	
4	4	2	
5	5	2	
6	6	2	
7	8	2	
8	9	2	
9	10	2	
10	11	2	
11	13	2	
12	14	2	

LABORATORY WORKSHOP SCHEDULE

Laboratory				Description
#	We ek	Hrs.	Code	
				NA

COMPUTER USAGE

- Power point presentations

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GRADING AND ASSESSMENT METHOD

Week #	Points	Written	Oral	Term Paper	Continuous	Thesis	Attendance			
7	30	30								
12	25		15	10						
1-15	10				10					
1-15	10						10			
16	25	25								

Prepared by :

Approved by :

Designation

Designation

Name

Name

Sign

Sign

Date

Date

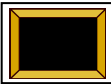
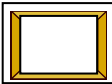






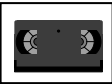
COURSE FORMAT & METHODOLOGY

Code*	Description
	<ul style="list-style-type: none"> - The course shall follow a lecture- discussion format; during most of the semester, primary lecture responsibility is the instructor's and primary discussion responsibility (via questions and comments) is the students. - The course involves a group term project where students shall be required to apply marketing theory to real companies in the Egyptian business environment. Students shall be required to submit a written paper as well as conduct a 15 minute presentation in front of the class during the 12th week. - The course involves videos as well as written cases for class discussion. - The course must include at least three assignments throughout the term- to be discussed in class and with the tutor during tutorial hours.
<p>* TB : Text Book RB: Reference Book ST: Standards / Codes LN: Lecture Notes</p>	

SUPPLEMENTARY MATERIAL

Code*	Description
	- Case studies
<p>*PR: Periodical SW: Software VT: Video Tape OS: Overhead Slide MD: Model AC: Audio Cassette</p>	

EDUCATIONAL RESOURCES

								
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