

# COURSE FILE SUMMARY

## 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>	
<u>Course Title</u>	Marketing Management	<u>Course Code</u>	EA316
<b># Hours</b>	-----2-----	-----2-----	-----3-----
	Lecture	Lab / <u>Tutorial</u>	Credit
<b>Pre Requisites:</b> Principles of Marketing EA211			

## COURSE AIM

This course brings essential and classic examples into sharper focus while covering new concepts and ideas in depth.

## COURSE OBJECTIVES

At the end of this course students will have an understanding of the following topics:

- Understanding Marketing Management
- Analyzing marketing opportunities
- Developing marketing strategies
- Shaping the market offering
- Managing and delivering marketing programs

## STAFF REQUIREMENTS

	<b>Qualifications</b>	<b>Special Skills</b>	<b>Number</b>
<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 <sup>st</sup>	2	Defining marketing for the 21 <sup>st</sup> century
2	2 <sup>nd</sup>	2	Adapting marketing to the new economy
3	3 <sup>rd</sup>	2	Building customer satisfaction, value and retention
4	4 <sup>th</sup>	2	Gathering information and measuring market demand
5	5 <sup>th</sup>	2	Scanning the marketing environment
6	6 <sup>th</sup>	2	Analyzing consumer markets and buyer behavior
7	7 <sup>th</sup>	2	Mid –Term Exam
8	8 <sup>th</sup>	2	Dealing with the competition
9	9 <sup>th</sup>	2	Identifying market segments and selecting target markets
10	10 <sup>th</sup>	2	Positioning and differentiating the market offering through the product life cycle
11	11 <sup>th</sup>	2	Developing new market offerings
12	12 <sup>th</sup>	2	Term Paper
13	13 <sup>th</sup>	2	Setting the product and branding strategy
14	14 <sup>th</sup>	2	Designing and managing services
15	15 <sup>th</sup>	2	<ul style="list-style-type: none"> <li>- Developing price strategies and programs</li> <li>- Designing and managing value networks and marketing channels</li> <li>- Managing integrated marketing communications</li> </ul>
16	16 <sup>th</sup>	2	Final exam

## TEXT BOOKS

Code*	Description
RB	Marketing management, Philip Kotler, Keven Keller, 12th ed. Pearson publications.

## REFERENCE BOOKS

Code*	Description
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## TUTORIAL SCHEDULE

Tutorial			Topic
#	Week	Hrs	
1	1 <sup>st</sup>	2	Applications on defining marketing for the 21 <sup>st</sup> century
2	2 <sup>nd</sup>	2	Applications on marketing to the new economy
3	3 <sup>rd</sup>	2	Applications on building customer satisfaction, value and retention
4	4 <sup>th</sup>	2	Applications on gathering information and measuring market demand
5	5 <sup>th</sup>	2	Applications on scanning the marketing environment
6	6 <sup>th</sup>	2	Applications on Analyzing consumer markets and buyer behavior
7	8 <sup>th</sup>	2	Applications on dealing with competition
8	9 <sup>th</sup>	2	Applications on identifying market segments and selecting target markets
9	10 <sup>th</sup>	2	Applications on positioning and differentiating the market offering through the product life cycle
10	11 <sup>th</sup>	2	Applications on developing new market offerings
11	13 <sup>th</sup>	2	Applications on setting the product and branding strategy
12	14 <sup>th</sup>	2	Applications on designing and managing services
13	15 <sup>th</sup>	2	Applications on <ul style="list-style-type: none"> <li>-Developing price strategies and programs</li> <li>-Designing and managing value networks and marketing channels</li> <li>-Managing integrated marketing communications</li> </ul>



