



SESSION PLAN

Lecture

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COURSE PARTICULARS

# :EA316	Title: Marketing Management
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SESSION PARTICULARS

#: 1	Title: Defining Marketing for the 21 st century	Hrs: 2
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
.	The new economy Marketing tasks Marketing concepts and tools Company orientations toward the marketplace How business and marketing are changing

Prepared by: Dr. Dalia Farrag
Designation: Course coordinator

Name
Sign
Date

Approved by: Dr. Khaled Hanafy
Designation: Chairman of department

Name
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Date

Lecture

Source Material

Marketing management, Philip Kotler, Keven Keller, 12th ed. Pearson publications.

Supplementary Material

Educational Resources

Tutorial / laboratory / Workshop (Delete as required)



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SESSION PARTICULARS

#: 2	Title: Adapting marketing to the new economy	Hrs: 2
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
.	The major drivers of the new economy How business practices are changing How marketing practices are changing: E-Business How marketing practices are changing : Setting up websites How marketing practices are changing: Customer relationship marketing

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SESSION PARTICULARS		
#: 3	Title: Building customer satisfaction, value, and retention	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
.	Defining customer value and satisfaction The nature of high-performance business Delivering customer value and satisfaction Attracting and retaining customers Customer profitability, company profitability, and total quality management

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#: 4	Title: Gathering information and measuring market demand	Hrs: 2
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
.	The components of a modern marketing information system Internal records system The marketing intelligence system Marketing research system

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#: 5	Title: Scanning the marketing environment	Hrs: 2
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
.	Analyzing needs and trends in the macroenvironment Identifying and responding to the major macroenvironment forces

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#: 6	Title: Analyzing consumer markets and buyer behavior	Hrs: 2
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
	Influencing buyer behavior The buying decision process Stages of the buying decision process

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#: 7	Title: 7 th week exam	Hrs: 2
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#: 8	Title: Dealing with the competition	Hrs: 2
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
.	Competitive forces Identifying competitors Analyzing competitors Designing the competitive intelligence system Designing competitive strategies Balancing customer and competitor orientations

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#: 9	Title: Identifying market segments and selecting target markets	Hrs: 2
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
.	Levels and patterns of market segmentation Segmenting consumer and business markets Market targeting

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#: 10	Title: Positioning and differentiating the market offering through the product life cycle	Hrs: 2
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
.	Developing and communicating a positioning strategy Adding further differentiation Differentiation tools Product life-cycle marketing strategies Market evolution

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SESSION PARTICULARS

#: 11	Title: Developing new market offerings	Hrs: 2
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
.	Challenges in new-product development Organizational arrangements Managing the development process: concept to strategy Managing the development process: development to commercialization The consumer-adoption process

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#: 12	Title: Term paper	Hrs: 2
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#: 13	Title: Setting the product and branding strategy	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
.	The product and the product mix Product-line decisions Brand decisions Packaging and labeling

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#: 14	Title: designing and managing services	Hrs: 2
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
.	The nature of services Marketing strategies for service firms Managing product support services

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#: 15	Title: -Developing price strategies and programs -Designing and managing value networks and Marketing channels -Managing integrated marketing communications	Hrs: 2
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#	Outcome Description
.	Setting the price (step 1, 2, 3) What work is performed by marketing channels? Developing effective communications

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#: 16	Title: Final Exam	Hrs: 2
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