



SESSION PLAN

Tutorial

(* DELETE AS APPROPRIATE)

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
	Marketing debate: does marketing create or satisfy needs? Case study showing the different marketing concepts Case study showing the changes in marketing from product orientation to social marketing. Discussing the previous cases and raising different point of views

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

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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
1.	Giving examples about companies adopting e business.
2.	Cases from real life about some companies' websites.
3.	Group discussion
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#: 3	Title: Building customer satisfaction, value, and retention	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
	Case showing ideas of how to retain existing customers. Case showing difference between customer value in product and service sectors Case about TQM Group discussion of cases

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

#	Outcome Description
.	Example on SWOT analysis Nike SWOT analysis Wal-mart SWOT Discussing the previous cases in class

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

#	Outcome Description
	Case study about macroenvironment and analyzing its components: political, economic... Discussing some factors that can be related to different factors

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

#	Outcome Description
	Giving real life examples about factors influencing consumer behavior Case study showing marketing activities in different buying process. 7 th week exam revision

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SESSION PARTICULARS

#: 7	Title: 7 th week exam	Hrs: 2
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SESSION PARTICULARS

#: 8	Title: Dealing with the competition	Hrs: 2
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LEARNING / ABILITIES GAINED*

#	Outcome Description
.	Cases about porter's 5 forces Giving real life examples about different competitive strategies

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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
.	Marketing debate: is mass marketing dead? Giving real life examples about companies using different segments

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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
	Marketing debate: Do brands have finite lives? Giving examples from real life about different products in different stages of PLC Case study about marketing strategies in different stages in PLC

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

#	Outcome Description
.	Marketing debate: who should you target with new products? Case about customer adoption process Group discussion about types of adopters

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#: 12	Title: Term paper	Hrs: 2
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#: 13	Title: Setting the product and branding strategy	Hrs: 2
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
.	Marketing debate: are line extensions good or bad? Giving real life examples about different product mixes

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

#	Outcome Description
.	Case study about service companies, and extracting difference between product and services Discussion about service levels

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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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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
	Revision for final exam

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SESSION PARTICULARS

#: 16	Title: Final Exam	Hrs: 2
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