

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>	
	Advanced Studies in Marketing	<u>Course Code</u>	E(A) 428
# Hours	-----2----- Lecture	-----2----- Lab / <u>Tutorial</u>	-----3----- Credit
Pre Requisites : Marketing Research (EA326) Integrated Marketing Communications (EA327)			

COURSE DESCRIPTION

This course is the final course in the major before the students graduate, thus they should have a good background about the marketing classics and the new marketing trends in the market. In this course the students are required by their finals to hand in their researches (small thesis) about the marketing topic they choose..

COURSE OBJECTIVES

The Course has 2 main objectives;

- 1- Exposure, Discussion and Analysis of basic classical and contemporary marketing articles by various marketing scholars/masters.
- 2- Focusing on contemporary trends in marketing and testing their applicability or usefulness in the Egyptian market.

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 .	2	Article 1; Marketing as Exchange by Richard Bagozzi
2	2 nd .	2	Cont. Marketing as Exchange by Richard Bagozzi
3	3 rd .	2	Article 2; The Globalization of Markets by Theodore Levitt
4	4 th .	2	Cont The Globalization of Markets by Theodore Levitt
5	5 th .	2	Project follow up
6	6 th .	2	Article 3; The effects of physical surroundings by El Said & Farrag
7	7 th	2	7 th Week Exam
8	8 th .	2	Cont. The effects of physical surroundings by El Said & Farrag
9	9 th .	2	Article 4; High Performance Marketing by Jagdeth sheth
10	10 th .	2	Article 5; A different Approach to develop new products by Robert brass
11	11 th .	2	Article 6; Mind your price cues by Eric Anderson
12	12 th .	2	Individual Project Presentations
13	13 th .	2	Individual Project Presentations
14	14 th .	2	Mobile Advertising or Mobile Marketing. A Need for a New Concept?
15	15 th .	2	Mobile Advertising or Mobile Marketing. A Need for a New Concept?
16	16 th .	2	Final Presentations

TEXT BOOKS	
Code*	Description
RB	NA

TUTORIAL SCHEDULE			
Tutorial			Topic
#	Week	Hrs	
1	1	2	Applications on marketing as exchange
2	2	2	Applications on marketing as exchange and project follow up
3	3	2	s and project follow up Applications on the globalization of market
4	4	2	Applications on the globalization of markets
5	5	2	Project follow up
6	6	2	Applications on the effects of physical surroundings and project follow up
7	7	2	Revision
8	8	2	ngs Applications on the effects of physical surroundi
9	9	2	Applications on high performance marketing and project follow up
10	10	2	Applications on a different approach to develop new products and project follow up
11	11	2	Application on mind your price cues and project follow up
12	12	2	llow up Project fo
13	13	2	Project follow up
14	14	2	Application on mobile advertising or mobile marketing and project follow up
15	15	2	Application on mobile advertising or mobile marketing and project follow up

LABORATORY WORKSHOP SCHEDULE

Laboratory				Description
#	We ek	Hrs.	Code	
				NA

COMPUTER USAGE

- Power Point Presentations - mis1.aast.edu/moodle

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GRADING AND ASSESSMENT METHOD

Week #	Points	Written	Oral	Term Paper	Continuous	Thesis	Attendance			
7	30	30								
12	20		20							
1-15	10						10			
16	40					40				

Prepared by:

Designation

Name: Dr. Dalia farrag

Sign

Date

Approved by:

Designation

Name: Dr. Khaled Hanafy

Sign

Date

READINGS & OTHER RESOURCES

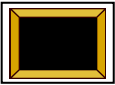
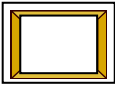






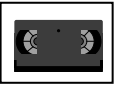
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	<ul style="list-style-type: none"> - Journal of Marketing - American Marketing Association Website: www.marketingpower.com - www.emerald.com - www.prenhall.com/kotler <p>Marketing Classics, a selection of influential articles. Enis, Cox and Mokwa. 8th edition, 1991</p>

SUPPLEMENTARY MATERIAL

Code*	Description
	- Case studies

*PR: Periodical SW: Software VT: Video Tape OS: Overhead Slide MD: Model AC: Audio Cassette

EDUCATIONAL RESOURCES

								
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