



College: Management and Technology
Department of: Marketing and International Business.

SESSION PLAN

LECTURE(* DELETE AS APPROPRIATE)

COURSE PARTICULARS	
#1: ...EA428	Title: Advanced Studies in Marketing

SESSION PARTICULARS		
#: .1.	Title: Article 1; Marketing as Exchange by Richard Bagozzi	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
	Types of exchange The media of exchange
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Prepared by:
 Designation
 Name: Dr. Dalia Farrag
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Approved by:
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 Name: Dr. Khaled Hanafy
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COURSE PARTICULARS	
# EA428	Advanced Studies in Marketing

SESSION PARTICULARS		
#: .2.	Cont. Marketing as Exchange by Richard Bagozzi	Hrs: ...2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
	The meaning of exchange Social marketing
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SESSION PARTICULARS		
#: .3.	Article 2; The Globalization of Markets by Theodore Levitt	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
	Living in the republic of technology Vindication of the Model T The Hedgehog knows
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COURSE PARTICULARS	
# EA428	Advanced Studies in Marketing

SESSION PARTICULARS		
#: .4.	Cont The Globalization of Markets by Theodore Levitt	Hrs: ...2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1.	Economies of scope A failure in global imagination
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# EA428	Advanced Studies in Marketing
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SESSION PARTICULARS

#: 5	Project follow up	Hrs: ...2
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
1.	A pre-presentation of all students group project
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MPC 3/2-1

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COURSE PARTICULARS	
# EA428	Advanced Studies in Marketing

SESSION PARTICULARS		
#: .6.	Article 3; The effects of physical surroundings by El Said & Farrag	Hrs: ...2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
	Physical surroundings and how it affects the over all environment around customers
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COURSE PARTICULARS	
# EA428	Advanced Studies in Marketing

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

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
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COURSE PARTICULARS

# EA428	Advanced Studies in Marketing
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SESSION PARTICULARS

#: .8.	Cont. The effects of physical surroundings by El Said & Farrag	Hrs: ...2
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
	Explaining the conceptual model
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COURSE PARTICULARS

# EA428	Advanced Studies in Marketing
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SESSION PARTICULARS

#: 9.	Article 4; High Performance Marketing by Jagdeth sheth	Hrs: ...2
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
	The trouble with marketing
	High performance organizations
	High performance marketing
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# EA428	Advanced Studies in Marketing
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SESSION PARTICULARS

#: .10.	Article 5; A different Approach to develop new products by Robert brass	Hrs: ...2
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
	New products development
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COURSE PARTICULARS	
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SESSION PARTICULARS		
#:11.	Article 6; Mind your price cues by Eric Anderson	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
#	Different pricing approaches
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COURSE PARTICULARS	
# EA428	Advanced Studies in Marketing

SESSION PARTICULARS		
#: 12	Individual Project Presentations	Hrs: ...2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
#	Individual presentations on various marketing topics
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COURSE PARTICULARS	
# EA428	Advanced Studies in Marketing

SESSION PARTICULARS		
#: 13	Individual Project Presentations	Hrs: ...2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
#	Individual presentations on various marketing topics
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COURSE PARTICULARS	
# EA428	Advanced Studies in Marketing

SESSION PARTICULARS		
#: 14	Mobile Advertising or Mobile Marketing. A Need for a New Concept?	Hrs: ...2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
	Clarifying the meaning of two concepts: mobile advertising and mobile marketing. The aim is to find a term that covers the essential elements of mobile commercial communication, which is sometimes referred to as mobile advertising and at other times as mobile marketing.
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COURSE PARTICULARS	
# EA428	Advanced Studies in Marketing

SESSION PARTICULARS		
#:15.	Mobile Advertising or Mobile Marketing. A Need for a New Concept?	Hrs: ...2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
	Clarify the situation, the elements of traditional advertising and marketing are analyzed, and compared to the current use of the focal terms. Since neither of the terms seems to cover the phenomenon adequately, two alternative conceptualizations are suggested and discussed.
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COURSE PARTICULARS	
# EA428	Advanced Studies in Marketing

SESSION PARTICULARS		
#: 16	Title: Final presentations	Hrs: ...2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
#	Final Group presentations
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