



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

SESSION PLAN

TUTORIAL (* DELETE AS APPROPRIATE)

COURSE PARTICULARS

| | |
|---------|-------------------------------|
| # EA428 | Advanced Studies in Marketing |
|---------|-------------------------------|

SESSION PARTICULARS

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|--------|---|-----------|
| #: .2. | Applications on Marketing as Exchange and project follow up | Hrs: ...2 |
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LEARNING OUTCOMES / ABILITIES GAINED*

| # | Outcome Description |
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| | Formation of groups, group leaders and choosing a marketing related topic Discuss in groups real life examples related to the article |
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Prepared by:
 Designation
 Name: Dr. Dalia Farrag
 Sign
 Date

Approved by:
 Designation
 Name: Dr. Khaled Hanafy
 Sign
 Date



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| #: .4. | Applications on the globalization of Markets | Hrs: 2 |

| LEARNING OUTCOMES / ABILITIES GAINED* | |
|---------------------------------------|---|
| # | Outcome Description |
| | Discuss in groups real life examples on companies who have successfully become global and others that have failed as multinationals |
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| #: 9. | Applications on high performance marketing and project follow up | Hrs: ...2 |

| LEARNING OUTCOMES / ABILITIES GAINED* | |
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| # | Outcome Description |
| | Research design formulation, qualitative or quantitative and how shall you analyze your findings? Discuss in groups insights on the article |
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| #:10. | Applications on a different Approach to develop new products and project follow up | Hrs: ...2 |

| LEARNING OUTCOMES / ABILITIES GAINED* | |
|---------------------------------------|--|
| # | Outcome Description |
| # | Discuss in groups insights on the article SPSS session |

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|---------------------|-------------------|--------------|
| #: 12 | Project follow up | Hrs: ...2... |

| LEARNING OUTCOMES / ABILITIES GAINED* | |
|---------------------------------------|--|
| # | Outcome Description |
| | Data entry and analysis and how to write a good report |
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|---------------------|-------------------|-------------------|
| #: 13 | Project follow up | Hrs: ...2..... |

| LEARNING OUTCOMES / ABILITIES GAINED* | |
|---------------------------------------|---|
| # | Outcome Description |
| | Tips on how to make a good presentation |
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