



Faculty of Economics & Administrative Sciences

Department: Marketing

COURSE SYLLABUS

Marketing Management

Short Description

Student's Copy

One copy of this course syllabus is provided to each student registered in this course. It should be kept secure and retained for future use.

1. Course Information

1. Course Title : **Marketing Management**
2. Course Code : **1307703**
3. Credit Hours : **3**
4. Prerequisite : **None**
5. Corequisite : **None**

2. Instructor Information

1. Instructor : **Dr. Mustafa S. Al-Shaikh**
2. Office : **D340**
3. Phone :
4. Email : **dr.mustafa1971@hotmail.com**
5. Office Hours : **12-1 pm Sat.**

3. Class Time and Place

1. Class Days and Time: **Saturday 1-4 pm.**
2. Class Location : **Al Khwarezmi Building**
3. Lab Days and Time : **-----**
4. Lab Location : **-----**

4. Course Policies

University regulations are applied to this course, regarding Class Attendance; Punctuality, Exam, Makeup Exams; Absence with permission; Penalties for Cheating; and Policies for Assignment and Projects. Students Should be aware of all those in addition to other rules and regulations.

5. Resources

Main Reference Text Book:

Philip Kotler (2014).Marketing Management ,U.S.A, Prentice Hall.

Additional Reference (s):

6. Course Description and Purpose

. **Course Description:** This course covers steps for preparing .

Marketing management as the conscious effort trying to achieve desired exchange outcomes with target markets , this course will study what philosophy should guide a company’s marketing efforts ?what relative weights should be given to the interests of the organization ,the customers ,and society?

7. Course Learning Outcomes

Upon successful completion of this course, the learner should be able to:

A- Knowledge and understanding (students should):-

Understand the basic of meaning and important of marketing management works for the companies and organizations.

B- Intellectual skills with ability to:-

Practice the different skills of the top management for the managing market place for the organization.

C- Subject Specific Skills:

At the end of the course, students will be able to:

Know and be familiar with techniques of sales people and marketer during them jobs.

C- Transferable skills – with ability to:-

Adapt foreign companies practices for marketing marketing management.

8. Methods Of Teaching

The methods of instruction may include, but are not limited to:

1. Lectures
2. Discussion and problem solving
3. Brainstorming
4. Individual assignments
5. Case Study
6. Asking students to give a presentation in a specific subject or problem related to the course
7. Lecturing using PowerPoint Presentations, mixed with discussion with students
8. Asking students to prepare a term paper about a subject or a problem related to the course, and discuss it in the class.

9. Course Learning Assessment/Evaluation

The following methods of learning assessment will be used in this course:

	Assessment	Weight	Description
a	2 Tests - Mid Exam - Final Exam	10% 30% 40%	- Multiple choice questions - True/False - Short answers - Essay Questions - Problem solving - Explanations

b	Actives such as Quizzes	10%	<ul style="list-style-type: none"> - Multiple choices questions - True /False - Short answers - Problem solving
c	Assignments Research proposal	10%	<ul style="list-style-type: none"> - Asking students to prepare a term paper about a subject or a problem related to the course, and discuss it in the class
d	Presentations/participation	10%	<ul style="list-style-type: none"> - Student participation - Course portfolio
	Total	100%	

Note: The details for the above methods of assessment are presented below:

(a) Tests

Test	Weight %	CLO	Due Date
Mid	30%		23/11/2014
Final	40%		
Total	70%		

(b) Quizzes

Method+	Weight	CLO	Focus & Scope	Due Date
Case study	10			1/11/2014
Total				

Relevant CLO will be addressed based on selected topics, will be determined by the instructor according to his/her decision regarding emphasis on selected topics.

(c) Assignments

Assignment	Weight	CLO	Scope & Focus	Due Date
Assignments	10			10/11/2014

(d) Participation

Method	Weight	CLO	Focus & scope	Due Date
Participation & Presentation	10			31/12/2014
Total	10%			

All CLO's will be addressed in the students' participation, depending on the class and topic under consideration

10. Course Schedule/Calendar

Wk No.	Topic	Assignments/ workshops due date	Reference in the textbook	CLO
1,	Defining marketing for the 21 century	25/10/2014		1
2,3	Building customer satisfaction ,value ,and retention	1/11/2014		3
3,4	Scanning the marketing enviroment	8/11/2014		6
4	7Analyzing consumer markets& buyer behavior	15/11/2014		7
6	▪ Mid Exam			
7	Dealing with the competition	22/11/2014		9
8,9	Positioning&differentiating the market offering through the PLC	29/11/2014		11
10,11	Setting the product &branding strategy	6/12/2014		14
12,13	Developing price strategies &program	13/12/2014		16
14,15	Designing&managening value networks& marketing channel	20/12/2014		17
16	Final Test			

Special Equipment or Supplies