

Planning and Quality Assurance Affairs

Form (A)

Course Specifications

General Information

Course name	Marketing Management
Course number	EBUS2303
Faculty	
Department	
Course type	Major Needs
Course level	2
Credit hours (theoretical)	3
Credit hours (practical)	0
Course Prerequisites	

Course Objectives

- 1 - Introducing the definition and scope of marketing management
- 2 - Identifying the marketing entities
- 3 - Exploring the changes in business and marketing
- 4 - Introducing marketing concepts and theoretical development
- 5 - Understanding the marketing management trends
- 6 - Exploring marketing management tasks that make up successful marketing management
- 7 - Comparing between the traditional and modern views of marketing
- 8 - Identifying the possible marketing growth opportunities
- 9 - Identifying the variables that can be used to segment the market
- 10 - Strengthening the ability of the students to analyze and present life examples on a selected marketing issue
- 11 - Identify patterns that emerge as a result of market segmentation

Intended Learning Outcomes

Knowledge and Understanding	<ul style="list-style-type: none"> * Definitions of marketing, exchange, transfer, and transaction * Types of marketing entities, possible demand states * Globalization, privatization, deregulation, changing technology....etc * Production concept, product concept, selling concept, marketing concept, and the holistic marketing concept * Important trends and forces in marketing management * Developing marketing strategies, making strategies and plans, capturing marketing insights..etc * Components of the traditional process , components of the value creation process, differences between the two processes, how did the Japanese refined the value creation process * Intensive growth strategy, integrative and diversification strategies * Patterns that can emerge if markets are defined in terms of preferences * Descriptive and behavioural variables for segmenting the markets * Presenting real life case studies by choosing a marketing issue and show how companies practically implemented this issue
Intellectual Skills	<ul style="list-style-type: none"> * Analytical skills by comparing between the different definitions of marketing and Critical thinking by differentiating between exchange, transaction, and transfer * Analytical skills by expanding the ability of the students to view all marketing entities * Critical analysis skills by discussing the effects of societal forces that changed the market place * Analytical and critical thinking skills by reviewing the historical development of the concept of marketing * Analytical and critical thinking skills by reviewing the marketing tasks that make up successful marketing management * Analytical skills by comparing between the traditional and the value creation processes * Analytical skills by reviewing and assessing the growth strategies * Analytical and critical thinking skills by reviewing the patterns of segmentation and Critical thinking skills by comparing between segment and a niche market * Analytical skills by discussing the variables that can be used to segment the market * Critical analysis by presenting how companies failed /succeeded in marketing management * Analytical skills by reviewing the shifts in marketing management
Professional Skills	<ul style="list-style-type: none"> * Decision making skills by choosing the most comprehensive definition of marketing * Decision making skills by deciding what to do in each possible demand states * Decision making skills by understanding how organizations responded to societal forces * Communication skills by participating in the discussion * Practical skills by discussing the effect marketing shifts on real life organizations * Practical skills by preparing the students to the expected tasks from them as marketing managers * Practical skills by showing how the Japanese redefined the value creation process

Professional Skills	<ul style="list-style-type: none"> * Decision making skills by learning what to choose from the possible available growth opportunities * Practical skills by demonstrating how companies like Nike used the concept of local marketing * Decision making skills and practical skills by showing how companies like Crest and Colgate used descriptive characteristics to segment the market * Communication skills, Presentation skills, Practical skills by linking theory to practice
General Skill	<ul style="list-style-type: none"> * Confidence skills by participating in the discussion * Creative thinking skills by giving examples on how different entities are marketed * Creative thinking skills by reviewing the differences between the competing concepts of marketing * Creative thinking skills by discussing future trends in marketing * Creative thinking skills by discussing how marketing tasks can be conducted * Creative thinking skills by giving examples on how companies used intensive , diversification, and integration strategies * Creative thinking skills by discussing how can companies in different sectors adopt the concept of experience marketing * Creative thinking skills by discussing how companies can use the different variables to segment the market * Confidence skills

Course Contents

1 - Introducing the marketing definition and scope
2 - What is marketed and who markets
3 - Changes in business and marketing
4 - Company orientation towards the market place
5 - Shifts in marketing management
6 - Marketing management tasks
7 - Value delivery and value creation
8 - Growth opportunities
9 - Growth opportunities
10 - Market segmentation
11 - Variables of segmenting the market
12 - Group presentation
13 - Group presentation
14 - Group presentation

Teaching and Learning Methods

1 - Lectures
2 - Case studies
3 - Discussion
4 - Presentations

Students Assessment

<u>Assessment Method</u>	<u>TIME</u>	<u>MARKS</u>
Mid term exam	week 8	25
presentation	week 12 +13+14	10
Attendance and participation	continuous	5
Final Exam	At the end of the course	60

Books and References

Essential books	Marketing Management, Philip Kotler, 2006, 12th edition
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Knowledge and Skills Matrix

Main Course Contents	Study Week	Knowledge and Understanding	Intellectual Skills	Professional Skills	General Skill
Introducing the marketing definition and scope	1	Definitions of marketing, exchange, transfer, and transaction	Analytical skills by comparing between the different definitions of marketing Critical thinking by differentiating between exchange, transaction, and transfer	Decision making skills by choosing the most comprehensive definition	Confidence skills by participating in the discussion
What is marketed and who markets	1	types of marketing entities, possible demand states	Analytical skills by expanding the ability of the students to view all marketing entities	Decision making skills by deciding what to do i each possible demand states	Creative thinking skills by giving examples on how these entities are marketed
Changes in business and marketing	1	Globalization, privatization, deregulation, changing technology....etc	Critical analysis skills by discussing the effects of societal forces that changed the market plkace	Drcision making skills by understanding how organizations responded to these forces	Confidence skills by participating in the discussion
Company orientation towards the market place	1	Production concept, product concept, selling concept, marketing concept, and the holistic marketing concept	Analytical and critical thinking skills by reviewing the historical development of the concept of marketing	Communication skills by participating in the discussion	Creative thinking skills by reviewing the differences between the competing concepts
Shifts in marketing management	1	Important trends and forces in marketing management	Analytical skills by reviewing the shifts in marketing management	Practical skills by discussing the effect of the shifts on real life organizations	Creative thinking skills by discussing other possible future trends
Marketing management tasks	1	Developing marketing strategies, making strategies and plans, capturing marketing insights..etc	Analytical and critical thinking skills by reviewing the marketing tasks that make up successful marketing management	Practical skills by preparing the students to the expected tasks from them as marketing managers	Creative thinking skills by discussing how marketing tasks can be conducted

Value delivery and value creation	1	Components of the traditional process , components of the value creation process, differences between the two processes, how did the Japanese refined the value creation process	Analytical skills by comparing between the traditional and the value creation processes	Practical skills by showing how the Japanese redefined the value creation process	Confidence skills by participating in the discussion
Growth opportunities	1	Intensive growth strategy, integrative and diversification strategies	Analytical skills by reviewing and assessing the growth strategies	Decision making skills by learning what to choose from the possible available opportunities	Creative thinking skills by giving examples on how companies used intensive , diversification, and integration strategies
Market segmentation	1	patterns that can emerge if markets are defined in terms of preferences , local marketing grass root marketing, experience marketing,	Analytical and critical thinking skills by reviewing the patterns of segmentation and Critical thinking skills by comparing between segment and a niche market	Practical skills by demonstrating how companies like Nike used the concept of local marketing	Creative thinking skills by discussing how can companies in different sectors adopt the concept of experience marketing,
Variables of segmenting the market	2	Descriptive and behavioural variables for segmenting the markets	Analytical skills by discussing the variables that can be used to segment the market	Decision making skills and practical skills by showing how companies like Crest and Colgate used descriptive characteristics to segment the market	Creative thinking skills by discussing how companies can use these variables to segment the market
Group presentation	3	Presenting real life case studies by choosing a marketing issue and show how companies practically implemented this issue	Critical analysis by presenting how companies failed /succeeded in marketing management	Communication skills Presentation skills Practical skills by linking theory to practice	Confidence skills

