FUTURE UNIVERSITY IN EGYPT جامعة المستقبل

Faculty of Commerce & Business Administration

Marketing (2)

Information :

Course Code :	MKT 474	**Level :**	Undergraduate	**Course Hours :**	3.00- Hours
Department :	Department of Marketing				

Instructor Information :

Title	Name	Office hours
Lecturer	Marwa Medhat Ibrahim Hayder Mohamed	
Teaching Assistant	Sireen Mustafa Abdulhaleem Mohamed	

Area Of Study :

This course is concerned with the development, implementation, and evaluation of marketing management in complex environments. The course deals primarily with a variety of concepts, facts, strategies and techniques. It prepares students to apply marketing concepts to create and sustain customer value. Students learn to prepare marketing plan and solve marketing problems in a collaborative environment. The aim is to develop an appreciation and understanding of the more advanced aspects of marketing management through an analysis of real-world marketing issues, which in turn will allow students to apply these concepts to address problems and opportunities facing Egypt's marketers, both domestically and internationally. Furthermore, The course project will reinforce and integrate the concepts learned in the classroom.

Description :

The purpose of this course is to give students an opportunity to integrate and apply the marketing concepts that have been introduced in other Marketing and Commerce courses: how an organization becomes and stays customer-focused, how an organization develops an effective marketing strategy, how customer-focus and marketing strategy fit together, how to evaluate current marketing strategy and develop a marketing plan. (May include e-Marketing strategies).

Course outcomes :

a.Knowledge and Understanding: :	
1 -	Understand fundamental marketing concepts as well as trends and tasks.
2 -	Understand the importance of being marketing oriented in business practice
3 -	Become familiar with the range of decisions implicit in strategic marketing management and planning
4 -	Describe a range of common strategies to use with each of the various marketing mix tools: product, pricing, promotion, and distribution
b.Intellectual Skills: :	
1 -	Develop skills in planning a variety of marketing management tools, ranging from new product entry strategy to international market product life cycle management and strategy
2 -	Develop skills in organizing for effective strategic marketing and in implementing the market planning process.
3 -	Apply logical thinking to solve Marketing problems

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c.Professional and Practical Skills: :	
1 -	Recommend and justify an appropriate mix of such strategies to form a cohesive overall marketing strategy for a given marketing task or situation
2 -	Acquire skills to solve problems in different theoretical and practical situations.
3 -	Identify the ways in which an organisation can gain competitive advantage in the market place
4 -	Understand and use examples from current events and real-world marketing situations to apply, illustrate, and discuss different marketing strategies.
5 -	Learn how to write a good marketing plan
d.General and Transferable Skills: :	
1 -	Build writing, speaking, discussion and analytical skills
2 -	Apply personal and interpersonal skills appropriate to being an effective member of a marketing team
3 -	Communicate effectively with different audiences, recognising and respecting various norms.

Course Topic And Contents :

Topic	No. of hours	Lecture	Tutorial / Practical
Introduction	4	3	1
Developing Marketing Strategies & Plans	4	3	1
Creating Brand Equity	4	3	1
Crafting Brand Positioning	4	3	1
First Mid Term	4	3	1
Competitive Dynamics	4	3	1
Product, Services Strategies	4	3	1
Pricing Strategies	4	3	1
Value Chain (Distribution) Strategies	4	3	1
Second Mid Term	4	3	1
Promotion Strategies	4	3	1
Developing Marketing Strategies& Plans	4	3	1
Revision	4	3	1

Teaching And Learning Methodologies :

Text books
Related published works
Examples and case studies
Individual and group assignment

Course Assessment :

Methods of assessment	Relative weight %	Week No	Assess What
Final Exam	40.00	16	
First Mid-Term Exam	20.00	6	
Presentations	10.00	13	

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Second Mid-Term Exam	20.00	11	
Semester Work(assignments)	10.00	13	

Course Notes :

6.1. Course Notes.
1. Brief Lecture Notes
2. PowerPoint Slides

Recommended books :

Wood, The Marketing Plan: A Handbook, 2nd Edition, Prentice Hall, 2005.

Periodicals :

Journal of marketing

Web Sites :

Journal of marketing

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