

Faculty of Commerce & Business Administration

Introduction to Marketing

Information :

Course Code : MKT 201

Level : Undergraduate

Course Hours : 3.00- Hours

Department : Faculty of Commerce & Business Administration

Instructor Information :

Title	Name	Office hours
Lecturer	ENGY SAMY AHMED MOHAMED	2

Description :

This course is an overview of marketing and all activities that direct the flow of goods from producer to consumer. The course focuses on the components of the marketing mix; product, price, place and promotion, and examines the considerations that need to be made to effectively implement a marketing plan. The Introduction to Marketing course challenges students to make realistic marketing and business decisions. Throughout the course, students receive information on customer needs as well as a feedback on customer satisfaction with brands, prices and advertising. Markets change, as well as marketing. Marketing is no longer limited only to a number of tasks emphasizing the advertising and sales dimensions. Marketing must drive the company's strategic planning, it is about deciding who we want to be our customers, which needs to satisfy, what products and services to offer, what prices to set, what communications to send and receive, what channels of distribution to use and what partnership to develop.