

## Faculty of Commerce & Business Administration

### Marketing (1)

**Information :**

**Course Code :** MKT 254

**Level :** Undergraduate

**Course Hours :** 3.00- Hours

**Department :** Faculty of Commerce & Business Administration

**Instructor Information :**

Title	Name	Office hours
Lecturer	NAGLAA MOHAMED DIAA EMAM MAHMOUD RAMZY	8
Teaching Assistant	Ahmed Hany Abdelmenem Aly Ahmed	

**Area Of Study :**

This course challenge students to make realistic marketing and business decisions.

**Description :**

This course examines the marketing function and the dynamic environment in which it is practiced. The central importance of the consumer is emphasized, analyze marketing opportunities, formulate strategies and make decisions regarding product, price, distribution and promotion the marketing mix.

**Course outcomes :**

**a. Knowledge and Understanding: :**

- 1 - Allows students to develop and execute a complete marketing strategy
- 2 - Discus brand design, pricing, media placement, distribution and sales force management.

**b. Intellectual Skills: :**

- 1 - Students learn to study competitive tactics
- 2 - Identify ways to respond to marketing problems and challenges

**c. Professional and Practical Skills: :**

- 1 - Apply their knowledge to explore their opportunities as future marketers.
- 2 - Students deepen their understanding of marketing role

**d. General and Transferable Skills: :**

- 1 - Asses marketing problems
- 2 - Interact efficiently and efficiency in executing a complete marketing strategy.

**Course Topic And Contents :**

Topic	No. of hours	Lecture	Tutorial / Practical
Marketing creating and capturing customer value	4	3	1
Company and marketing strategy	4	3	1
Analyzing the marketing environment	4	3	1

### **Course Topic And Contents :**

<b>Topic</b>	<b>No. of hours</b>	<b>Lecture</b>	<b>Tutorial / Practical</b>
Revision before midterm 1	4	3	1
Midterm 1	2		
Managing marketing information system	4	3	1
Managing marketing information system	4	3	1
Consumer markets and consumer buyer behavior	4	3	1
Business markets and business buyer behavior	4	3	1
Revision before midterm 2	4	3	1
Midterm 2	2		
Products , services , and brands building customer value	4	3	1
Pricing : understanding and capturing customer value	4	3	1
Revision	4	3	1
Final Exam	2		
understanding and capturing customer value	4	3	1

### **Teaching And Learning Methodologies :**

Data show and computer in lectures  
Video demonstration  
Group discussion  
Self . learning

### **Course Assessment :**

<b>Methods of assessment</b>	<b>Relative weight %</b>	<b>Week No</b>	<b>Assess What</b>
Assignment and project	20.00	13	
Final exam	40.00	16	
Mid-Term Exam1	20.00	6	
Mid-Term Exam2	20.00	11	

### **Course Notes :**

Handouts.