

Faculty of Commerce & Business Administration

Enterprise Marketing

Information :

Course Code : MKT 414

Level : Undergraduate

Course Hours : 3.00- Hours

Department : Department of Marketing

Instructor Information :

Title	Name	Office hours
Lecturer	HEBA MOHAMED ABDELWAHAB TAWFIK CHEHATA	6
Assistant Lecturer	Norhan Ibrahim Eldisokey Elsayed	7

Area Of Study :

Special challenges and opportunities confront the marketer who serves the needs of organizations rather than households. Business to business customers represents a lucrative and complex market worthy of separate analysis. The business marketing course provides an ideal platform to deepen student knowledge of the competitive realities of the global market place, customer, relationship management, supply chain management, and related areas.

Description :

A survey of fundamental principles and practices of marketing. Conceptual issues and the implementation of marketing principles to specific private sector business situations, fundamental aspects of marketing functions, theory, and strategy, analysis of marketing opportunities, marketing research and forecasting, market segmentation, consumer behavior, product planning, pricing strategies, distribution planning, communication methods, ethical issues, and the role of marketing within business organizations.

Course outcomes :

a. Knowledge and Understanding: :

1 -	Understand business marketing environment
2 -	Understand the needs of a diverse mix of organizational buyers drawn from three broad sectors of the business market: commercial enterprises, government, and institutions.

b. Intellectual Skills: :

1 -	It prepares students to apply marketing concepts in the field of enterprise marketing and the B2B relationship and give them the chance to understand how to create and sustain customer value
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c. Professional and Practical Skills: :

1 -	The dynamic nature of the business marketing environment and the basic similarities and differences between consumer-goods and business marketing
2 -	The types of customers in this important market
3 -	The underlying factors that influence the demand for industrial goods
4 -	The nature of buyer-seller relationships in a product's supply chain
5 -	The basic characteristics of industrial products and services

d. General and Transferable Skills: :

1 -	Assess enterprise marketing problems.
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2 - Interact efficiently with others.

Course Topic And Contents :

Topic	No. of hours	Lecture	Tutorial / Practical
Chapter 1: A Business Marketing Perspective	4	3	1
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Chapter 2: The Business Market: Perspectives on the Organizational Buyer	4	3	1
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Chapter 4: Customer Relationship Management Strategies for Business Markets.	4	3	1
1st midterm	4	3	1
Chapter 4: Customer Relationship Management Strategies for Business Markets.	4	3	1
Chapter 7: Managing Products for Business Markets.	4	3	1
Chapter 7: Managing Products for Business Markets.	4	3	1
Chapter 9: Managing Services for Business Markets	4	3	1
2nd midterm	4	3	1
Chapter 9: Managing Services for Business Markets	4	3	1
Chapter 12: Pricing Strategy for Business Markets	4	3	1
Chapter 12: Pricing Strategy for Business Markets and revision	4	3	1
Revision	4	3	1

Teaching And Learning Methodologies :

Data show and computer in lectures

Video demonstration

Group discussion

Self . learning

Course Assessment :

Methods of assessment	Relative weight %	Week No	Assess What
Mid-Term Exam2	20.00	11	assess theoretical background of the practical and intellectual skills.
Assignment and project	20.00	13	assess understanding, intellectual and general skills.
Final exam	40.00	16	assess Knowledge and Intellectual skills.
Mid-Term Exam1	20.00	6	assess theoretical background of the practical and intellectual skills.

Course Notes :

Handouts

