

Faculty of Commerce & Business Administration

Special Topics

Information :

Course Code : MKT 489

Level : Undergraduate

Course Hours : 3.00- Hours

Department : Department of Marketing

Instructor Information :

Title	Name	Office hours
Lecturer	Sahar Ahmed Nagaty AbdelHamed	

Area Of Study :

This course offers the student the opportunity to explore and study a special current topic not covered in other marketing course. It provides an overview of special topics in marketing and advertising such as retail management, hospitality and tourism marketing, sports marketing, customer relationship management and service marketing. This course will explore the application of marketing management principles to the retail channel of distribution and the hospitality and tourism. The students will develop knowledge of these topics through the study of combination of selected cases, current events and theoretical readings

Description :

New topics in marketing and advertising. Admission by prior permission of advisor

Course outcomes :

a.Knowledge and Understanding: :

1 -	Understand effective methods and strategies required for retail management
2 -	Understand how to utilize resources and techniques used in retail management
3 -	Understand analysis of store location, merchandising, products assortment and display, and store promotion
4 -	Understand the different marketing techniques used in different sectors of the tourism and hospitality industry
5 -	The services marketing mix and how to create loyal customers and branding in the tourism industry
6 -	Understand how to develop marketing plan for a tourism destination.

c.Professional and Practical Skills: :

1 -	b.1 Anticipate and manage retail problems via acquiring and applying relevant retail knowledge and skills to manage retail management issues
2 -	b.2 Formulate creative feasible solutions for customer care, store care , merchandise care and retail strategies
3 -	b.3 Conducting market research

d.General and Transferable Skills: :

1 -	Problem solving and reasoning
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2 -	Conducting self directing learning
3 -	Collaborating with team members
4 -	Probing, note taking and communicating effectively

Course Topic And Contents :

Topic	No. of hours	Lecture	Tutorial / Practical
Introduction To Retail Management Developing A Retail Strategy			
Strategy Differences In Fashion, Grocery and General Merchandize			
Store Location and Demographics The Buying Function and Inventory Management			
Merchandising: Product Line Assortment and Display Internet Retailing Strategy			
Pricing and Markdowns Financial Analysis of Profitability			
First Mid Term			
Communicating The Offering: Store Promotion and Driving Traffic			
Understanding Tourism and Hospitality Marketing			
Tourist Decision Making Process Marketing Environment			
Experience Based Tourism and Hospitality Product Development			
Second Mid Term			
Distribution Channels			
Promoting Tourism and Hospitality Products			
Destination Marketing			
Revision			

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
1st Mid-Exam	20.00	6	
2nd Mid-Exam	20.00	11	
Attendance & Participation	20.00	13	
Final Exam	40.00	16	

Course Notes :

Brief Lecture Notes
PowerPoint Slides

Recommended books :

Levy , m.&weitz, B.A.(2009) Retail Management. Boston, 7thed.,MA.McGraw hill/Irwin.
Zeithaml ,Valarie, Mary Jo Bitner & Dwayne Gremler (2013) Services Marketing 6 /e,