



## Course Descriptor MRKT304 Marketing Management

<b>Proposed Academic Year</b>	2020/2021	<b>Last Reviewed Academic Year</b>	2019/2020
<b>Course Code</b>	MRKT304	<b>Course Title</b>	Marketing Management
<b>Credit hours</b>	3	<b>Level of study</b>	Year Two
<b>College / Centre</b>	COBA	<b>Department</b>	Management
<b>Co-requisites</b>	None	<b>Pre-requisites</b>	MRKT201

### 1. COURSE OUTLINE

[Modern marketing in 21<sup>st</sup> Century is a continues process, where technology and innovation in product constantly changing to meet customer's demand and expectation time to time before the product get outdated in the market, and also to stay competent in the challenging market. The roles of Marketing management, its decision making process in order to meet the demand of market, how analyzing the marketing environment and its internal and external factors affect the ability to maintain a relationship with the customers. This course will also teach students the benefits of online purchase and its advantage and disadvantages, and also the customer and market insight. And the role of different retailers and wholesalers plays different pricing strategy in competitive market.

### 2. AIMS

- [The aim of this course is enable students to understand the role of top management decision changes time to time in order to meet the customers' expectations and demand of the product throughout the product life cycle;
- How the challenges make Marketing Management top people sitting needs to act their role of decision making;
- How Direct and Online Marketing, building and maintain the Customer Relationships directly and its advantages for both sellers and buyers.
- Ability to solve real life marketing problems and make necessary decisions;

### 3. LEARNING OUTCOMES, TEACHING, LEARNING and ASSESSMENT METHODS

<b>Learning Outcomes (Definitive)</b>	<b>Teaching and Learning methods (Indicative)</b>	<b>Assessment (Indicative)</b>
Upon successful completion of this course, students will be able to:		
Evaluate the Marketing Environment and its forces and actors role and communicating customer value through promotional tools	Lectures, PowerPoint Presentations & Group Discussion Case Studies	Exam + Participation
Evaluate role of Marketing channels, logistics and supply chain management and scope of building customer relationship through direct and online marketing,	Lectures, PowerPoint Presentations & Group Discussion Case Studies	Exam + Participation



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Analyzing and managing marketing information to gain customer insight and the role difference in retailing and wholesaling	Lectures, PowerPoint Presentations & Group Discussion Case Studies	Exam + Participation
Synthesize the importance of Global and International Market and its keys system approaches	Lectures, PowerPoint Presentations & Group Discussion Case Studies	Exam + Participation t

### 4. ASSESSMENT WEIGHTING

Assessment	Percentage of final mark (%)
Mid-term Examination - 1	25
Mid-term Presentation - 2	25
Class Activity (Participation/ Case Discussion/ Presentation/ Quiz)	10
Final Examination	40
<b>TOTAL</b>	<b>100%</b>

### 5. ACHIEVING A PASS

The student will achieve pass by accumulating 50% of the course total allocated marks.

Letter grade distribution is as follows:

#### Grading system

GRADE	VALUE	GRADE
A	4.0	95-100
A-	3.7	90-94
B+	3.3	85-89
B	3.0	80-84
B-	2.7	75-79
C+	2.3	70-74
C	2.0	65-69
C-	1.7	60-64
D+	1.3	55-59
D	1.0	50-54
F	0.0	0-49



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6. COURSE CONTENT (Indicative)		
WEEK	LECTURE TOPIC	TIME (HOURS)
1	Introduction	3
	Chapter 01- Analyzing the Marketing Environment-I	
2	Chapter 01- Analyzing the Marketing Environment-II	3
	Chapter 02- Communicating Customer Value: Advertising and Public Relations-I	
3	Chapter 02- Communicating Customer Value: Advertising and Public Relations-II	3
	Chapter 03-Marketing Channels Delivering Customer Value-I	
4	<ul style="list-style-type: none"> <li>Chapter 03-Marketing Channels Delivering Customer Value-II</li> </ul>	3
	Chapter 04- Direct and Online Marketing: Building Direct Customer Relationships-I	
5	<ul style="list-style-type: none"> <li>Chapter 04- Direct and Online Marketing: Building Direct Customer Relationships-II</li> </ul>	3
	<ul style="list-style-type: none"> <li>Define direct marketing and discuss its benefits to customers and companies</li> </ul>	
6	<ul style="list-style-type: none"> <li>Overview the public policy and ethical issues presented by direct marketing</li> </ul>	3
	1 <sup>st</sup> mid- term	
7	Group Presentation	3
	Chapter 05- Managing Marketing Information To Gain Customer Insights-I	
8	Chapter 05- Managing Marketing Information To Gain Customer Insights-II	3
	<ul style="list-style-type: none"> <li>Discuss the special issues some marketing researchers face, including public policy and ethics issues</li> </ul>	
9	Chapter 06- Marketing Channels: Delivering Customer Value-I	3
10	Chapter 06- Marketing Channels: Delivering Customer Value-II	3
11	Discuss the nature and importance of marketing logistics and integrated supply chain management	3
12	<ul style="list-style-type: none"> <li>Chapter 06- Retailing and Whole selling-I</li> </ul>	3
13	<ul style="list-style-type: none"> <li>Chapter 06- Retailing and Whole selling-II</li> </ul>	3



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<b>6. COURSE CONTENT (Indicative)</b>		
<b>WEEK</b>	<b>LECTURE TOPIC</b>	<b>TIME (HOURS)</b>
14	Chapter 07- The Global Marketplace-I	3
	Chapter 07- The Global Marketplace-II	
15	Revision	3
<b>TOTAL HOURS</b>		<b>45</b>
1 - 15	Plus <b>RECOMMENDED INDEPENDENT STUDY HOURS</b>	<b>45</b>
<b>TOTAL COURSE HOURS</b>		<b>90</b>

**7. RECOMMENDED READING**

**Core text/s:**

Marketing Management- Arab World Edition by Philip Kotler

**Library + online resources:**