

Marketing Management

College	School of Business		Department	Management		
Course Name	Marketing Management	Course Code:	Mgt.	0602-201		
Credit Hours	3	Contact Hours	3			
Teaching Language	<input type="checkbox"/> Arabic		<input checked="" type="checkbox"/> English			
Track	<input checked="" type="checkbox"/> College Req.		<input type="checkbox"/> Dept. Core	<input type="checkbox"/> Dept. Elective		
Course Level	Three	Prerequisite	Fundamentals of Management, micro economic			
Course Description: The course covers the nature of marketing activity, the study of the marketing environment, and purchasing behavior of the consumer, and to identify the methods and strategies of market segmentation and demand forecasting, and information system marketing and marketing research, also covers the elements of the marketing mix through the study of strategies for product and pricing strategies, distribution strategies, and marketing communications efforts promotion, and finally provides scheduled planning mechanisms for marketing objectives, marketing and management organization, and mechanisms for marketing decisions, and control over the marketing performance.						
Course Outcomes: <ul style="list-style-type: none"> Definition of the nature of marketing (the foundations and principles, and theories) and the stages of its development and its application areas. Definition of the element of the marketing mix, and marketing strategies. Manage the performance of marketing activities (administrative process and marketing activities within business organizations) 						
Grading:	<input checked="" type="checkbox"/> Mid-Term Exams	30%	<input checked="" type="checkbox"/> Quizzes	10%	<input checked="" type="checkbox"/> Assignments	15%
	<input checked="" type="checkbox"/> Final Exam	40%	<input type="checkbox"/> Project	--	<input checked="" type="checkbox"/> Case Studies	5%
Text Book:	<ul style="list-style-type: none"> -Kotler & Keller, "Marketing management", 12th edition, Pearson Pretice Hall editions, New Jersey 2006 					
Reference	<ul style="list-style-type: none"> Anderson. Carol.H & Vincze Julian., "Strategic marketing management, 2nd editions, Houghton Mifflin Company, USA, 2004. 					
Book (s):	<ul style="list-style-type: none"> -Baker .Michael .J, "Marketing strategy and management", 3rd edition. Mac Millan 					

