Course Description

1. Principle of Marketing (0350110)

This course aims at introducing the student to the basic of the marketing concepts. Students are exposed to strategic planning, marketing environment, exploring social responsibility and ethics in marketing, determining target markets, consumer behavior, product concepts, marketing channels, integrated marketing communication, and pricing concepts.

2. Sales Management (0350211)

This course aims at achieving the followings objectives:

- Explain the need for sales management
- Outline the sales department structure and the functions and responsibilities of sales managers in the marketing field
- Understand the role & nature of personal selling and analyze the role of the sales force
- Identify the key issues in recruiting, selecting, training and compensating sales personnel
- Apply the principles of personal selling, and outline the steps of the selling process.

3. Electronic Marketing (0350220)

This course is designed to mix together the latest in e-marketing strategies with their practical guidance to use them. It emphasizes the use of Internet as a tool for refreshing, communicating, and supporting customers in obtaining appropriate self care and accessing customer care services. It explores the strategy, tactics and systems necessary to meet the needs of today's and tomorrow's customers needs and wants

4. Health Marketing (0350240)

This course is designed to introduce the students to the practical methods of long-term care administration which includes essential forecasting tools. It also provides a clear understanding of how the ideal long-term health care organization should operate and can perfect their skills to deliver their high quality of health services in efficient and effective manners

5. Tourism Marketing (0350245)

This course aims to introduce students to the principles of marketing tourism and training them on planning and implementing suitable strategies. Moreover the students are to comprehend the various types of tourism and to be able pinpoint the major differences in each type.

6. Consumer behavior (0350312)
This course covers introduction consumer behavior consumer behavior, concepts, human needs and desires, factors that influence consumer behavior, decision making process for new product, communication and consumer behavior, psychological, social and cultural values and the role of regulations and consumer protection association.

**7. Marketing Communications (0350313)**

Marketing Communications is a management process through which an organization enters into a dialogue with the various audiences. To accomplish this, the organization develops, presents and evaluates a series of messages to identified stakeholder groups. The objective of the process is to influence the perception, understanding and actions the target audience has towards the organization and for its products and services.

**8. Marketing Management (0350320)**

This course is designed as a guide of a complete outline for the technical managerial functions that enables the to deal with the present and anticipate the future. Basically the course tackles the marketing problems i.e., the growing role of market forces, the need to balance equity of access with equity of outcomes, and the gap between planning for population health versus the efficient managerial decisions. The main focus of this course are on why, when, where, how, and for what purposes to do certain activities before actions are required. It highly emphasized the economic status of the country and the criteria for measuring its components. It includes the nature, importance, types of market planning, and the process of strategic planning from their different perspective i.e., classical, rational, steps of strategic planning, stages of strategic planning, different types of data needed.

**9. Channel Distribution Management (0350321)**

To provide student with a board introduction to purchasing and storing concepts and theories that will help marketers to understand the approaches of buying and storing products. Markets in order to take actual business decisions.

**10. Customer Relationship Management**

Course Description: This course aims to introduce students to the importance of the strategies adopted by contemporary institutions to build long-term mutually satisfying relationships with profitable customers. The course presents the mode of data mining and the management of customer's information and relations through a number of strategies, programs, and tactics.
11. Service marketing (0350341)

This course is designed to prepare the students for their future roles as service marketing managers. The normal Management functions of planning, organizing, decision making, staffing, motivating, and budgeting are briefly defined, explained, and presented with detailed examples drawn from the related service fields. The students will be exposed to learn the management concepts, techniques, models, and tools for managing service personnel and service constitutions; insights to complex managed care environment, and the methods to deliver the services at the highest quality of care with the minimum cost.

12. Industrial Marketing (0350342)

This course is designed to prepare the students for their future roles as industrial marketing managers. The normal Management functions of planning, organizing, decision making, staffing, motivating, and budgeting are briefly defined, explained, and presented with detailed examples drawn from the related service fields. The students will be exposed to learn the management concepts, techniques, models, and tools for managing industrial personnel and industrial constitutions; insights to complex managed care environment, and the methods to deliver the industrial goods at the highest quality of care with the minimum cost.

13. Bank Marketing (0350343)

This course aims to introduce students to the major marketing strategies and approaches in the banking industry. Moreover the course stresses on the different dimensions of quality practices regarding bank products and performance.

14. Marketing Strategy (0350421)

This course aims at explain the concepts and implications of marketing strategy which can be used by the top management in different segment markets and to understand the role of marketing in strategy formulation and To establish a relation ship between market strategies and different types of markets.

15. International Marketing in English (0350423)

This course aims at achieving the followings objectives:
• Analyze the nature of the international marketing.
• Understand the international markets entry dimensions
• Study the goals of individuals in the business unit
• Discuss the global marketing environment, the international trade system and the economic policies
• Outline the key elements of deciding whether to go international and the means to enter global markets through exporting, joint venture or direct investment.
• Demonstrate the international marketing behavior.

16. Contemporary marketing Issues (0350
This course aims to introduce students to recent and modern topics concerning marketing and the manner by which companies responds and handle the consequences of such new phenomena. Moreover presenting to students applied dimensions that enrich them with new skills away from formal academic curriculum.

**17. Principles of Marketing in English (0351110)**
This course aims at introducing the student to the basic of the marketing concepts. Students are exposed to strategic planning, marketing environment, exploring social responsibility and ethics in marketing, determining target markets, consumer behavior, product concepts, marketing channels, integrated marketing communication, and pricing concepts.