



Philadelphia University  
Faculty of –business Administration and financial sciences  
Department of --Marketing  
2014-2015

### Course Syllabus

Course Title: Principles of Marketing	Course code: 0350160
Course Level: 1	Course prerequisite:
Lecture Time:	Credit hours: 3

<u>Academic Staff Specifics</u>				
Name	Rank	Office Number and Location	Office Hours	E-mail Address

### **Course module description:**

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.

### **Course/ module components**

Authors: Pride& Ferrell, 2006. Marketing, 12 ed., Houghton Mifflin Company

- Support material (s)
- Study guide (s) (if applicable)
- Homework and laboratory guide (s) if (applicable).

### Teaching methods:

Lectures, discussion groups, tutorials, problem solving, debates, etc.

### Learning outcomes:

- Knowledge and understanding
- Cognitive skills (thinking and analysis).
- Communication skills (personal and academic).
- Practical and subject specific skills (Transferable Skills).

### Assessment instruments

- Short reports and/ or presentations, and/ or Short research projects
- Quizzes.
- Home works
- Final examination: 50 marks

Allocation of Marks	
Assessment Instruments	Mark
First examination	15
Second examination	15
Final examination: 50 marks	50
Reports, research projects, Quizzes, Home works, Projects	20
Total	100

### Documentation and academic honesty

- Documentation style (with illustrative examples)
- Protection by copyright
- Avoiding plagiarism.

### Course/module academic calendar

week	Basic and support material to be covered	Homework/reports and their due dates
(1)	<i>Marketing :Managing Profitable Customer Relationship(C:1)</i>	
(2)	<i>The Marketing Environment:(C:2)</i>	
(3) 1 <sup>st</sup> Exam	<i>Social responsibility and Ethics in marketing:(C:4)</i>	
(4)	<i>Target Markets: Segmentation &amp; Evaluation:(C:8)</i>	
(5)	<i>Consumer Buying Behavior ( C: 9)</i>	
(6) 2 <sup>nd</sup> Exam	<i>Product Decisions:(C:11,13,14)</i>	
(7)	<i>Product Decisions:(C:11,13,14)</i>	
(8)	<i>Product Decisions:(C:11,13,14)</i>	
(9)	<i>Marketing Channels &amp; Supply chain management ( C: 15)</i>	
(10)	<i>Integrated Marketing Communications ( C: 18)</i>	
(11)	<i>Pricing Concepts (C:21)</i>	
(12) Final Exam	<i>Pricing Concepts (C:21)</i>	

### Expected workload:

On average students need to spend 2 hours of study and preparation for each 50-minute lecture/tutorial.

### Attendance policy:

Absence from lectures and/or tutorials shall not exceed 15%. Students who exceed the 15% limit without a medical or emergency excuse acceptable to and approved by the Dean of the relevant college/faculty shall not be allowed to take the final examination and shall receive a mark of zero for the course. If the excuse is approved by the Dean, the student shall be considered to have withdrawn from the course.

### Module references

Books: Pride& Ferrell, 2006. Marketing, 13 ed., Houghton Mifflin Company

### Journals

JOURNAL of MARKETING

Websites: WWW. Prideferrell.com