



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

Course Syllabus

Course Title: Marketing Management	Course code:
Course Level: 4	Course prerequisite: principles of Marketing 0350160
Lecture Time:	Credit hours: 3

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

Course module description:

This course covers from strategic perspective the evolution of marketing management and its main functions , Marketing Micro and Macro environment , Market segmentation and target markets , products classifications and management , Marketing mix and operations and finally marketing functions from planning , directing , implanting and auditing .

Course objectives :

- Identify marketing management and its main tasks
- Be aware of marketing environment .
- Study market segments and target markets
- Study Products design and Management
- Identify Marketing mix within operations
- Study Marketing management main functions

Course/ module components

Author: Maell’a, Naji , 2008. Marketing management , Athermal Publications.

- **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

<u>Allocation of Marks</u>	
Assessment Instruments	Mark
First examination	20
Second examination	20
Final examination: 50 marks	50
Reports, research projects, Quizzes, Home works, Projects	10
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>Introduction to Marketing</i>	

	<i>Management</i>	
(2)	<i>Marketing environment</i>	Presenting related report
(3)	<i>Market segmentation and target market</i>	Presented report for local company cases
(4) & (5)	<i>Product design</i> <i>Products differentiation</i>	Presenting Practical example of brand names and logs related to products line and trade marks
(6) 1st Exam	<i>Marketing Mix</i> <i>- New products developments</i>	Presented reports about product launch process (PLP)
(7)	<i>Pricing polices</i>	Bench mark table for diffrent polices of pricing .
(8)	<i>Integrated Communication System</i>	Presented report about the importance of communication
(9)	<i>Distribution Channels</i>	Presented report about Distribution channels organization .
(10)	<i>Organizing marketing activities</i>	
(11) 2nd Exam	<i>Planning marketing activities</i>	
(12)	<i>Implementing marketing activities</i>	
(13)	<i>Auditing marketing performance</i>	
(14)	<i>Marketing Review</i>	
(15)	<i>Review</i>	
(16) Final Exam		

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.

Journals

- Journal of Academy of Marketing Science
- Journal of Marketing
- Journal of Consumer Research
- Websites

www.emerald-library.com