



Philadelphia University
Faculty of administration and financial sciences
Department of marketing
2014-2015

Course Syllabus

Course Title: Quantitative methods in marketing	Course code 0350331
Course Level: Third level	Course prerequisite (s) and/or co requisite (s): 0340105
Lecture Time:	Credit hours:

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

Course module description:

It is a set of methods for quantitative analysis for marketing problems that rely on mathematical tools and probability distributions. The use of quantitative methods was expanded, particularly after the widespread use of software that has given great push in this area

Course module objectives:

This course aims to introduce students the quantitative measurement methods used in order to facilitate decision-making market.

Course/ module components

- **Books (title , author (s), publisher, year of publication)**

أ.د. محمود الصميدى ، د. ردينه عثمان يوسف، "الاساليب الكمية في التسويق"، دار المناهج للنشر، عمان، 2006

- **Support material (s) (vcs, acs, etc).**
- **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)	Introduction of marketing	
(2)	The market	
(3)	Using SPSS program	
(4)	Using SPSS program	
(5)	Using quantitative methods to study the product	
(6) First examination	Using quantitative methods in pricing	
(7)	Using quantitative methods in pricing	
(8)	Using quantitative methods in distribution	

(9)	Using quantitative methods in distribution	
(10)	Using quantitative methods in distribution	
(11) Second examination	Using quantitative methods in promotion	
(12)	Using quantitative methods in promotion	
(13)	Sales forecasting	
(14)	Sales forecasting	
(15) Specimen examination (Optional)	Revision	
(16) Final Examination		

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

أ.د. محمود الصميدى ، د. ردينه عثمان يوسف، "الاساليب الكمية في التسويق"، دار المناهج للنشر، عمان،
2006

Journals

International Journal of consumer research •

Websites

www.iabc.com