



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

Course Syllabus

Course Title: Principles of Marketing	Course code: 0351110
Course Level: 1	Course prerequisite:
Lecture Time:	Credit hours: 3

Academic Staff Specifics				
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.

As will as, to use the core marketing concepts to identify and respond to unsatisfied market needs. And to be able to design a customized marketing mix based on a comprehensive knowledge of consumer behaviour and the marketing environment.

Course/ module components

Authors: Pride& Ferrell, 2010. Marketing, 5ed., South-Western: Cengage Learning

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

Teaching methods:

Lectures, discussion groups, tutorials, case studies.

Learning outcomes:

- Knowledge and understanding of the basics of marketing concepts and terms.
- Cognitive skills (thinking and analysis).
- Communication skills (personal and academic).
- Broadening the scope of practical applications within the principles of marketing.
- Linking theory to practice.

Assessment instruments

- Short reports and/ or presentations

- Exams
- Final examination: 40 marks

Allocation of Marks	
Assessment Instruments	Mark
First examination	20
Second examination	20
Final examination	40
Reports and Attendance	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)	An Overview of Strategic Marketing (C1) Defining Marketing Understanding the Marketing Concept Managing Customer Relationships	A visit to the library to search for the available references on marketing
(2)	An Overview of Strategic Marketing (C1) Value-Driven Marketing Marketing Management The Importance of Marketing in our Global Economy	
(3) 1 st Exam	The Marketing Environment (C3) Examining and Responding to the Marketing Environment Competitive Forces Economic Forces	
(4)	The Marketing Environment (C3) Political Forces Legam Forces Technological Forces Social Cultural Forces	Group Work

(5)	Target Markets: Segmentation Evaluation, and Positioning (C6) What are Markets Target Market Selection Process	
(6) 2 nd Exam	Target Markets: Segmentation Evaluation, and Positioning (C6) Product Positioning and Repositioning	Quiz
(7)	Consumer Behaviour (C7) Consumer Buying Behaviour Level of Involvement and Consumer Problem Solving Consumer Buying Decision Process	
(8)	Consumer Behaviour (C7) Situational Influences on the Buying Decision Process Psychological Influences of the Buying Decision Process Social Influences on the Buying Decision Process	Report
(9)	Product Concepts (C10) What is a Product Product Line and Product Mix Product Life Cycles and Marketing Strategies	Report
(10)	Open Week	Presentation
(11)	Marketing Channels and Supply Chain Management (C14) Foundations of the Supply Chain The role of Marketing Channels of the Supply Chain	
(12)	Marketing Channels and Supply Chain Management (C14) Intensity of Market Coverage	Quiz
(13)	Integrated Marketing Communication	

	(C16) Nature of IMC Promotion and Communication Process	
(14)	Integrated Marketing Communication (C16) Promotion Mix Selecting Promotion Mix Elements	Quiz
(15)	Pricing Concepts (C19) Nature of Price Analysis of Demand Factors that Affect Pricing Decisions	

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

Jobber, 2001, *Principles & Practises of Marketing, 3rd ed*, McGraw-Hill

Journals

JOURNAL of MARKETING

Websites:

WWW. Prideferrell.com

www.jobber-marketing.com