

Selected Topics in Marketing

Basic Information

Title: Selected Topics in Marketing

Code: MKT403

Credit Hours: 3 C.H.

Prerequisite(s): MKT201

Classification: Major Restricted Elective Course

Course Description

This course deals with contemporary theoretical and practical issues in marketing. The chosen issues come from the different marketing subject areas. The course design (selected topics) for a certain semester is recommended by the instructor and approved by the academic department.

Learning Objectives

- To expose students to new developments in marketing being theoretical or practical applications.
- To supplement materials covered in other courses to enhance students knowledge and skills in marketing.
- To focus students awareness on the trends in developing marketing as a science and a profession.

Learning Outcomes

Upon completion of this course, students will have the knowledge and enhanced skills that make them:

- Aware of some of the latest developments in marketing theory and practices.
- Keep abreast of the developmental trends in marketing theory and practices.
- Have more overall knowledge and skills in dealing with marketing problems.

Course Outline

Module/ Topic
<u>Module 1: An Overview Of Marketing</u> Introduction Lesson 1: Marketing Defined Lesson 2: The market concept

Module/ Topic
Lesson 3: Marketing Strategy Lesson 4: The marketing Environment Assessment
<u>Module 2: Analyzing Marketing Opportunities</u> Introduction Lesson 1: Marketing Research and information system Lesson 2: Influences On Consumer Behavior Lesson 3: Buyer Decision Processes Lesson 4: Business Markets and Business Buyer Behavior Assessment
<u>Module 3: Pricing Strategies and Programs</u> Introduction Lesson 1: The Concept of price Lesson 2: Pricing Strategies Lesson 3: New Product Pricing Lesson 4: Developing Pricing Tactics Assessment
<u>Module 4: Building Strong Brands</u> Introduction Lesson 1: Product Concepts Lesson 2: What Is The Brand Equity? Lesson 3: Crafting and brand positioning Lesson 4: Dealing With Competition Assessment
<u>Module 5: International Marketing and Market Research</u> Introduction Lesson 1: the nature of marketing research Lesson 2: The Sources of Marketing Research Lesson 3: Overview Of International Marketing Lesson 4: Environment of international marketing Assessment
<u>Module 6: Expanding The Scope of Marketing</u> Introduction Lesson 1: Service and Nonprofit Marketing Lesson 2: Marketing and Society Lesson 3: Marketing Communications Lesson 4: Internet Marketing Assessment

*Delivery mode of each topic will be determined by instructor and could differ from one semester to the other.