



Arab Academy for Science and Technology & Maritime Transport
 College of Computing and Information Technology
 Department of computer science

University/Academy: Arab Academy for Science and Technology & Maritime Transport
Faculty/Institute: College of Computing and Information Technology
Program: Computer Science / Information Systems / Software Engineering

Course title	Principals of marketing
Course code	NC252

Form no. (11A) Knowledge and skills matrix for a course

Course content	Week study	Knowledge	Intellectual skills	Professional skills	General skills
1. Marketing: Creating and Capturing Customer Value	1	Marketing: Managing profitable customer relationship What is marketing Understanding the marketplace and consumers needs Designing a value driven marketing strategy Preparing a marketing plan and program Building customer relationships Capturing value from customers The new marketing landscape What is marketing? Pulling it all together	Understand the main concepts of marketing	P2. Implement comprehensive computing knowledge and skills in projects and in deployment of computers to solve position practical problems. P4. Apply computing information retrieval skills in computing community environment and industry.	G1. Demonstrate the ability to make use of a range of learning resources and to manage one's own learning. G3. Show the use of information-retrieval.

Course content	Week study	Knowledge	Intellectual skills	Professional skills	General skills
2. Company and Marketing Strategy: Partnering to Build Customer Relationships	2	Company and marketing strategy: partnering to build customer relationship Companywide strategic planning: defining marketing's role Planning marketing: partnering to build customer relationship Marketing strategy and the marketing mix Managing the marketing effort Measuring and managing the return on marketing	Compare the different market strategies		
3. Understanding Consumer and Business Buyer Behavior	3	The marketing environment The company's micro environment The company's macro environment Responding to the marketing environment Responding to the marketing environment Assessing marketing information needs Developing marketing information Marketing information Analyzing marketing information Distributing and using marketing information Other marketing information	Understand and compare different buyer behaviour		

Course content	Week study	Knowledge	Intellectual skills	Professional skills	General skills
		considerations			
4. Customer- Driven Marketing Strategy: Creating Value for Target Customers	4	Segmentation, targeting and positioning: building the right relationships with the right customers Market segmentation Target marketing Positioning for competitive advantage	Comprehend the different types of customers and how to target each group	P2. Implement comprehensive computing knowledge and skills in projects and in deployment of computers to solve position practical problems. P4. Apply computing information retrieval skills in computing community environment and industry.	G1. Demonstrate the ability to make use of a range of learning resources and to manage one's own learning. G3. Show the use of information-retrieval.
5. Products, Services and Brands: Building Customer Value	5	Product, service and branding strategy What is a product Product and service decisions Branding strategy: building strong brands Service marketing Additional product considerations	Understand the importance of branding		
6. Developing New Products and Managing the Product Life Cycle	6	New product development and product life cycle strategies New product development strategy Product life cycle strategies	Judge the different ways to manage and market different types of products		
7. Pricing: Understanding and Capturing Customer Value	7	Pricing products: pricing considerations and approaches What is a price Factors to consider	Understanding the importance of pricing and its effect.	P2. Implement comprehensive computing knowledge and skills in projects and in deployment	G1. Demonstrate the ability to make use of a range of

Course content	Week study	Knowledge	Intellectual skills	Professional skills	General skills
		when setting prices General prices approaches		of computers to solve position practical problems. P4. Apply computing information retrieval skills in computing community environment and industry.	learning resources andto manage one's own learning. G3. Show the use of information- retrieval.
exam	8	Integrated marketing communications strategy The marketing communications mix Integrated marketing communications A view of the communication process Steps in developing effective communication Setting the total promotion budget and mix Socially responsible marketing communication			
9. Retailing and Wholesaling	9		Learn the difference between retailing and Wholesaling		
10. Communicating Customer Value: Advertising and Public Relations	10	marketing in the digital age Major forces shaping the digital age Digitalization and connectivity Marketing strategy in the digital age E- marketing domains Conducting E- commerce The promise and challenges of E- commerce		P2. Implement comprehensive computing knowledge and skills in projects and in deployment of computers to solve position practical problems. P4. Apply computing information retrieval skills in computing community environment and industry.	G1. Demonstrate the ability to make use of a range of learning resources andto manage one's own learning. G3. Show the use of information- retrieval.
11. Personal Selling and Sales Promotion	11		Understand the importance of new marketing techniques in the digital age		
12. The Global Marketplace	12				

Course content	Week study	Knowledge	Intellectual skills	Professional skills	General skills
1. Marketing: Creating and Capturing Customer Value	13				
2. Company and Marketing Strategy: Partnering to Build Customer Relationships	14	The marketing communications mix Integrated marketing communications A view of the communication process Submission of term paper		P2. Implement comprehensive computing knowledge and skills in projects and in deployment of computers to solve position practical problems. P4. Apply computing information retrieval skills in computing community environment and industry.	G1. Demonstrate the ability to make use of a range of learning resources and to manage one's own learning. G3. Show the use of information-retrieval.
3. Understanding Consumer and Business Buyer Behavior	15	Steps in developing effective communication Setting the total promotion budget and mix Socially responsible marketing communication			

Course Instructor:

Head of Department:

Program Manager: