



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

**Form No. (12)
Course Specification**

1- Course Data

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| Course Code: NC252 | Course Title: Principles of Marketing | Academic Year/Level: Year 2 / Semester 4 |
| Specialization: Humanities | No. of Instructional Units: 2 hrs lecture 2 hrs section | Lecture: |

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| 2- Course Aim | The course covers topics related to today's marketing challenges, such as, analyzing the marketing situation (product or service, offer, demand, and marketing environment), targeting offers and designing marketing strategies (product, price, distribution, and promotion), implementing, controlling and evaluating marketing activities. |
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3- Intended Learning Outcome:

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| a- Knowledge and Understanding | <p>Students will be able to demonstrate knowledge of:</p> <p>K8. Management and economics principles relevant to computing and information disciplines.</p> <ul style="list-style-type: none">• 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• 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• 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 considerations• Segmentation, targeting and positioning: building the right |
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| | <p>relationships with the right customers Market segmentation Target marketing Positioning for competitive advantage</p> <ul style="list-style-type: none"> • Product, service and branding strategy What is a product Product and service decisions Branding strategy: building strong brands Service marketing Additional product considerations • New product development and product life cycle strategies New product development strategy Product life cycle strategies • Pricing products: pricing considerations and approaches What is a price Factors to consider when setting prices General prices approaches • 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 • 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 • The marketing communications mix Integrated marketing communications A view of the communication process Submission of term paper • Steps in developing effective communication Setting the total promotion budget and mix Socially responsible marketing communication |
| <p>b- Intellectual Skills</p> | <p><u>By the end of the course, the student acquires high skills and an ability to understand:</u></p> <p>17. Achieve judgments considering balanced costs, benefits, safety, quality, reliability,</p> <ul style="list-style-type: none"> • Understand the main concepts of marketing • Compare the different market strategies • Understand and compare different buyer behaviour • Comprehend the different types of customers and how to target each group • Understand the importance of branding • Judge the different ways to manage and market different types of products • Understanding the importance of pricing and its effect. • Learn the difference between retailing and Wholesaling • Understand the importance of new marketing techniques in the digital age |

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| c- Professional Skills | <u>By the end of the course the student will have the ability to:</u> 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. | | | | | | | | |
| d- General Skills | Students will be able to: 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. | | | | | | | | |
| 4- Course Content | <table border="1" data-bbox="531 580 1201 1137"> <tr> <td data-bbox="531 580 587 730">1</td> <td data-bbox="587 580 1201 730">Apply marketing theory and concepts toward solving managerial marketing problems.</td> </tr> <tr> <td data-bbox="531 730 587 880">2</td> <td data-bbox="587 730 1201 880">Analyze in written and oral presentation form, basic marketing principles related to specific business situations (perform critical thinking.)</td> </tr> <tr> <td data-bbox="531 880 587 1030">3</td> <td data-bbox="587 880 1201 1030">Understand and identify marketing opportunities, and how marketing concepts and tools can be applied to achieve organizational objectives.</td> </tr> <tr> <td data-bbox="531 1030 587 1137">4</td> <td data-bbox="587 1030 1201 1137">Appreciate the role of marketing executives within a complex matrix of business and society issues</td> </tr> </table> | 1 | Apply marketing theory and concepts toward solving managerial marketing problems. | 2 | Analyze in written and oral presentation form, basic marketing principles related to specific business situations (perform critical thinking.) | 3 | Understand and identify marketing opportunities, and how marketing concepts and tools can be applied to achieve organizational objectives. | 4 | Appreciate the role of marketing executives within a complex matrix of business and society issues |
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| 4 | Appreciate the role of marketing executives within a complex matrix of business and society issues | | | | | | | | |
| 5- Teaching and Learning Methods | Lectures, classwork, Individual study & self-learning. | | | | | | | | |
| 6- Teaching and Learning Methods for Students with Special Needs | <ul style="list-style-type: none"> • Students with special needs are requested to contact the college representative for special needs (currently Dr Hoda Mamdouh in room C504) • Consulting with lecturer during office hours. • Consulting with teaching assistant during office hours. • Private Sessions for redelivering the lecture contents. • For handicapped accessibility, please refer to program specification. | | | | | | | | |
| 7- Student Assessment: | | | | | | | | | |
| a- Procedures used: | Exams and classwork | | | | | | | | |

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| b- Schedule: | 7 th week exam 30% report 20% classwork 10% Final exam 40% |
| c- Weighing of Assessment: | Week 7 Grades – 30% Week 12 -Grades – 20% claswork 10% Week 16 - Final Exam – 40% |
| 8- List of References: | |
| a- Course Notes | From the Moodle on www.aast.edu |
| b- Required Books (Textbooks) | Kotler, Philip, and Gary Armstrong, Marketing: An Introduction, 9th Ed., Prentice Hall, 2009. |
| c- Recommended Books | Hartley, Robert F., <i>Marketing Mistakes & Successes</i> , 10th Edition, John Wiley & Sons, Inc. 2004. |
| d- Periodicals, Web Sites, ..., etc. | |

Course Instructor:

Head of Department:

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