



Future Academy
Higher Future Institute for Specialized Technological Studies

Course Specification

1- Course information:

Course Code:	BUS384
Course Title:	Principles of Marketing
Year/level	3 rd
Academic Programs	Computer Science Program (B.Sc.)
Contact hours/ week	(Theoretical=2hrs / Tutorial= 1hr), Total=3hrs

2- Course aims:

This course aims to provide students with marketing skills that are needed for effective marketing strategy design, implementation, and evaluation. It also develops students' ability to conceptualize the four main marketing mix activities through creating, promoting, selling and designing pricing strategies. Meanwhile, provide the students with the new marketing techniques and trends that help them in make marketing decisions in the dynamic marketing environment.

3- Intended learning outcomes of the course (ILOs):

a- Knowledge and understanding:

On successful completion of this course, the student should be able to:

- a1- Understand marketing and outline the steps in the marketing process in strategic planning and how marketing works with its partners to create and deliver customer value
- a2- Discuss the environmental forces that affect the company's ability to serve its customers.
- a3- List and define the steps in the new product development process and how marketing strategies change during a product's life cycle.
- a4- Identify the major channel alternatives open to a company and discuss the functions of these channels.
- a5- Understand how companies find a set of prices that maximizes the profits from the total product mix.

b- Intellectual skills:

On completing this course, the student should be able to:

- b1- Analyze business opportunities using marketing concepts and tools.
- b2- Prepare students to develop analytical and critical thinking
- b3- Use examples from current events and real-world marketing situations to apply, illustrate and discuss different marketing strategies.
- b4- Recommend and justify an appropriate mix of such strategies to form a cohesive overall strategy to address given marketing tasks or situation

c- Professional and practical skills:

At the end of this course, the student will be able to:

- c1- Use Problem Solving and marketing strategic techniques
- c2- Construct unique marketing mix and design a strategy model based on course topics
- c3- Recommend and justify an appropriate mix of such strategies to form a cohesive overall strategy to address given marketing tasks or situation

d- General and transferable skills:

On successful completion of this course, the student should be able to:

- d1- Demonstrate presentation skills using appropriate technology applications
- d2- promote cooperation and teamwork
- d3- Demonstrate interactive skills through in-class discussion
- d4- Plan and make decisions in a group

4- Course contents

Topics/units	Number of hours		ILO's
	Lecture hours	Practical hours	
Marketing Definition	3	2	a1
Importance of marketing and its role in economic development	3	2	a1,a2, b1, b2
Marketing environment & Environmental forces+ Quiz 1	6	2	a2,b3,d1
Marketing Techniques	3	2	a3, b2,c3,d2
Product Concepts and product life cycle Developing and managing products	6	2	a3,c2, c3,
Mid-term Exam	3	2	a1,a2,b1
Marketing Channels (retailing, direct marketing, promotion decisions, advertising, personal selling, sales promotion,	6	4	a4,b4, c3,d3
Pricing Decisions & Strategies	6	4	a5,a4,b3
Marketing Projects and students presentations	3	2	b2, c2,c3,d4

Final Revision	3	2	a2,a3,
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5- Teaching and learning methods

Methods		ILO's																
	a1	a2	a3	a4	a5	b1	b2	b3	b4	b5	c1	c2	c3	c4	d1	d2	d3	d4
Lectures	✓			✓	✓													
Practical sections/ Tutorial		✓	✓			✓		✓							✓	✓	✓	
Self- learning						✓			✓	✓	✓					✓	✓	
Assays and reviews																		
Discussion groups		✓					✓			✓		✓				✓		✓
Brainstorming						✓		✓	✓	✓						✓	✓	
Blended-learning			✓	✓											✓		✓	
E-learning																		

6- Teaching and learning methods for Low-achieving students

- Extra teaching hours for those who need help
- More quizzes to assess their ability for understanding the course
- Encourage teamwork for those students with other advanced ones to increase their participation and understanding

7- Student assessment

Assessment method	Time	Grade weight (%)	Week	ILOs
Course Work (Tutorial Exercise and Assignments)		15	Every week	b3,c2, d1
Quiz 1	1	5	Week 4	a1,b2,c1

Mid-term exam	1	15	Week 7	a4, a5, b1, b3,
Quiz 2	1	5	Week 11	a1,b2,c1
Final Written exam	2	60	----	a2,a4, a5, b1, b3,

8- List of references

8.1. Student notebooks:

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8.2. Essential textbooks:

Kotler, P., Armstrong, G. (2019). Principles of Marketing. United States: Pearson Education.

Pride, W. M., Ferrell, O. C. (2010). Marketing. Austria: South-Western Cengage Learning.

8.3. Recommended textbooks:

Kim, W. C., & Mauborgne, R. A. (2017). Blue Ocean Strategy with Harvard Business Review Classic Articles “Blue Ocean Leadership” and “Red Ocean Traps”(3 Books). Harvard Business Press.

8.4. Journals, Periodical and Reportsetc.

<https://www.ama.org/ama-academic-journals/>

<https://www.ama.org/2024/04/23/can-companies-create-a-machine-that-feels-and-cares-using-generative-ai-to-provide-empathetic-customer-care/>

8.5. Websites

https://www.youtube.com/watch?v=QSE6H_TjSIE

<https://youtu.be/8PdmNbqtDdI>

<https://www.youtube.com/watch?v=sR-qL7QdVZQ>

Course Coordinator:

Head of department: *Prof. Dr. Yasser F. Ramadan*

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