



Future Academy
Higher Future Institute for Specialized Technological Studies

Course Specification

1- Course information:

Course Code:	M11
Course Title:	Marketing Management
Year/level	3 rd
Academic Programs	Business Administration Program (B.Sc.)
Contact hours/ week	Theoretical 3 hrs. / Tutorial 2 hrs. = Total 5 hrs.

2- Course aims:

This course aims to provide students with a comprehensive understanding of marketing management principles and practices. By the end of the course, students will be equipped to analyze market dynamics, develop effective marketing strategies, and create customer loyalty.

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 the fundamental concepts and theories of marketing.
- A2. Gain insights into market segmentation, targeting, and positioning.
- A3. Comprehend the importance of market research and demand forecasting.
- A4. Analyze consumer behavior and business market dynamics.
- A5. Discuss the environmental forces that affect the company's ability to serve its customers.

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 for the emerging trends in marketing.
- B3. Critically evaluate marketing strategies and their effectiveness.
- B4. Synthesize information from various sources to inform marketing decisions.
- B5. Develop creative solutions to marketing challenges based on theoretical and practical insights.
- B6. - Use examples from current events and real-world marketing situations to apply, illustrate and discuss different marketing strategies.

c- Professional and practical skills:

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

- C1. Conduct comprehensive market research to gather and analyze data.
- C2. Design and implement marketing strategies that align with organizational goals.
- C3. Create and maintain customer loyalty programs and brand positioning strategies.
- C4. Construct unique marketing mix and design a strategy model based on course topics.
- C5. Utilize forecasting techniques to anticipate market trends and consumer demand.

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
- D5. Develop critical thinking and problem-solving skills relevant to marketing scenarios.

4- Course contents

Week No	Topics/units	Number of hours		ILO's
		Lecture hours	Practical hours	
1	Defining marketing	3	2	a1
2	Developing marketing strategies	3	2	a1, a2, b1, b2
3	Collect information and forecasting demand+ Quiz 1	3	2	a2, b3, d1
4	Conduct market research	3	2	a3, c2, c3
5	Creating loyalty relationships	3	2	a4, b4, c3, d3
	CRM		2	
7	Mid-term Exam	3	2	a1, a2, b1
8	analyzing consumer market	3	2	a4, b4, c3, d2
9	analyzing business market	3	2	a5, a4, b3
10	Identifying market segment	3	2	a1, b1, b2
11	Creating brand position.	3	2	b2, c2, c3, d4
12	Setting product strategy.	3	2	a2, b1, c1, d2
	Product improvement and modifications	3	2	
14	Final Revision	3	2	a2, a3,

5- Teaching and learning methods

Methods			ILO's
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	a1	a2	a3	a4	Aa5	b1	b2	b3	b4	b5	B6	c1	c2	c3	c4	d1	d2	d3	d4	d5
Lectures	✓			✓	✓															
Practical sections		✓	✓			✓		✓								✓	✓	✓		
Students Presentations				✓					✓				✓	✓	✓	✓				
Brainstorming						✓			✓	✓		✓					✓	✓		
Case study			✓	✓			✓	✓		✓		✓								
Discussion groups		✓					✓			✓			✓				✓		✓	
Problem-solving							✓													✓
E-learning																				
Blended 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	Week No.	Grade weight (%)	ILOs
Written exam	2 Hrs	-----	50 %	a2,a4,a5
Quiz 1	1 hrs	Week 4	10%	a1,b2
Quiz 2	3 hrs	Week 11	10%	a 1, 2a,b3
Mid-term exam	1 hr	Week7	20%	a1, a2, b1
Course Work		Every week	10%	a2,a4,a5,b1,b2,c1

(Tutorial Exercise and Assignment)				
Total			100%	

8-List of references

8.1. Student notebooks:

Lectures and presentation.

8.2. Essential textbooks:

Marketing Management, Global Edition 15, Philip Kotler, Kevin Lane Keller, ISBN 10: 1-292-09262-9 , ISBN 13: 978-1-292-09262-1, 2017.

8.3. Recommended textbooks:

- - V.S. Ramaswami and S. Namakumari (2017). Marketing: Planning, Implementation and Control (3rd edition). New Delhi. Macmillan India.
- Philip Kotler and Keller (2016). Marketing Management: 12th edition, New Delhi: Pearson Education.

8.4. Journals, Periodical and Reportsetc.

- <https://www.tandfonline.com/toc/rjmm20/current>.
- https://www.researchgate.net/publication/381425127_Marketing_Management.

8.5. Websites

<https://www.youtube.com/channel/UC1Qb2nuz645u9LRaoH6coJg>.
<https://creamyanimation.com/best-video-marketing-websites-tools-and-software>.

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