



**Future Academy**  
**Higher Future Institute for Specialized Technological Studies**

**Course Specification**

**1- Course information:**

<b>Course Code:</b>	312
<b>Course Title:</b>	<b>Principles of Marketing</b>
<b>Year/level</b>	<b>2<sup>nd</sup></b>
<b>Academic Programs</b>	Bachelor of BUSINESS ADMINISTRATION– ENGLISH
<b>Contact hours/ week</b>	Theoretical lecture: 3hrs & section:2 hrs Total:5 hrs

**2- Course aims:**

**This course aims to provide students with the basic marketing concepts needed for building profitable marketing decisions through understanding customer needs and establishment, implementation, and evaluation marketing strategies. It also develops students' ability to conceptualize the main marketing activities through creating, promoting, selling and designing pricing strategies. Meanwhile, provide the students with new marketing concepts and trends that help them in make marketing decisions in the dynamic marketing environment such as direct marketing, societal marketing, customer relationship management.**

**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 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 for the emerging trends in marketing.
- 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**

Week No.	Topics/units	Number of hours		ILO's
		Lecture hours	Practical hours	
1	Marketing Definitions and Concepts	3	2	a1
2	understanding the marketplace and customers and identifying the core marketplace concepts.	3	2	A1, a2, b1, b2
3	Micro- Marketing environment factors	3	2	A2, b3,d1
4	Macro-Marketing Environmental Forces + Quiz 1	3	2	A2, b3,d1
5	Product Concepts and product life cycle Developing and managing products	3	2	A3, c2, c3,
6	Customer Relations management (CRM)	3	2	A4, b4, c3,d3
7	Mid-term Exam	3	2	A1, a2,b1
8	Marketing Channels (retailing, direct marketing, promotion decisions, advertising, personal selling, sales promotion,	3	2	A4, b4, c3,d3
9	Pricing Decisions & Strategies	6	2	A5, a4,b3
	Societal marketing and sustainability	6	2	a1, b1,b2
	Marketing Projects and students' presentations	3	2	B2, c2, c3, d4
	Final Revision	3	2	A2, a3,

## 5- Teaching and learning methods

Methods		ILO's																
	a1	a2	a3	a4	Aa5	b1	b2	b3	b4	b5	c1	c2	c3	c4	d1	d2	d3	d4
Lectures	✓			✓	✓													
Practical sections/Tutorials		✓	✓		✓	✓												
Self-learning		✓	✓			✓		✓							✓	✓	✓	
Assays and reviews				✓					✓			✓	✓	✓	✓			
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	Grade weight (%)	ILOs
Course Work ( Tutorial Exercise and Assignments)		10	a2,a4,a5
Quiz 1	1	10	a1,b2,c1
Mid-term exam	1	20	b3,c2, d1
Quiz 2	1	10	a1,a2,a3
Final Written exam	2	50	

## 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:

- Lee, N. R., & Kotler, P. (2019). *Social marketing: Behavior change for social good*. Sage Publications.
- 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 Reports .....etc.

- <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://www.youtube.com/watch?v=QSE6H_TjSIE)
- <https://youtu.be/8PdmNbqtDdI>
- <https://www.youtube.com/watch?v=sR-qL7QdVZQ>

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