

**Course Description**

**Principles of Marketing**

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| **Faculty of Business Administration** | | |  | |
| Course | Principles of Marketing | | Prerequisite: | - |
| Credit Hours:3 | Theoretical:3 | Practical:0 | Course Code: | CBFC106 |

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| **Description** | |
| The course deals with marketing functions in the world of business. It teaches the students how consumers benefit from marketers, and how market sectors are determined. Moreover, it teaches them how to determine the best products and programs suitable for the market. It includes an introduction into product development, trademark, pricing strategies, marketing and promotion, and distribution of services.  Students are expected to learn the basic concepts of marketing, stages of development, and the reasons that led to the increasing interest in marketing. The course deals with the elements of marketing mix in detail, in addition to the strategies associated with entering targeted markets and how to deal with them. Students will also be introduced to direct and alternative competition, and the choice of ideal competitive strategies.  In addition to that, it introduces the students to consumer purchase behavior and the strategies of purchase decision making along with all the factors that interact with them. Through the study of marketing information systems and the focus on how market research is conducted, the students will learn about the significance of promotion information. They will be able to distinguish between service and material marketing through studying the characteristics of services marketing. Students will be further introduced into the concept of trademark in markets. | |
| **Content** | |
| |  |  | | --- | --- | |  | | | 1 | The concept of Marketing | | 2 | Marketing Environment | | 3 | Marketing Information Systems | | 4 | Studying the Market | | 5 | Consumer Behavior and Purchase Decisions | | **6** | First Test | | 7 | Product Planning | | 8 | Pricing | | 9 | Distribution | | 10 | Marketing Communication and Promotion | | 11 | Advertisement | | **12** | **Second Test** | | 13 | Personal Sales- Public Relations-Sales Promotion | | 14 | Competition | | 15 | Trademark | | **16** | **Final Exam** | | |
| **References** |
| 1. Text books:   Kotler P., Armstrong G., “Principles of Marketing”, Prentice Hall, 16th Edition, 2015  ISBN: 0-13-262254-8.   1. Additional recommended references:   David jobber., “principles and practice of marketing“. 8TH Edition, 2013  ISBN: 978-0-0771-7414-9   1. Periodic and publications: Journal of marketing |