

Course Syllabus For Marketing and International Trade Department

School Year	Name of course
First Year	Introduction to marketing
Third year	Marketing Management
Third year	International commerce
Third year	Negotiation management
Fourth year	Consumer behavior
Fourth year	Product and brand management
Fourth year	Sales Management
Fourth year	Integrated Marketing Communications
Fourth year	Marketing research
Fourth year	Services marketing
Fifth year	Strategic marketing
Fifth year	Electronic marketing
Fifth year	Pricing and distribution
Fifth year	International marketing
Fifth year	Feasibility studies

Course Syllabus

Scientific Department :	Marketing and International Trade Department
Course's Title :	Introduction to marketing
Academic Year :	First Year
Number of hours :	4 hours
Course's Goal :	The course aims to define the most important basics of marketing, and to configure the background capable of dealing with any field in this science.

Course's contents:

- An Introduction To Marketing
 - Marketing Environment
 - Market Segmentation
 - Consumer Behavior
 - Marketing Research
 - Goods Decisions and Policies
 - New Product Development
 - Service Marketing
 - Pricing
 - Distribution
 - Promotion
 - Electronic Marketing & Electronic Commerce
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Course Syllabus

Scientific Department :	Marketing and International Trade Department
Course's Title :	Marketing Management
Academic Year :	Third year
Number of hours :	4 hours
Course's Goal :	The course aims to introduce the concept of marketing management and to identify the tools used by the marketer to apply marketing strategies and policies.

Course's contents:

- Defining marketing and marketing process
 - Importance and role of marketing management
 - Developing marketing Strategies
 - Marketing plans
 - Identifying Market segments and Targets
 - Setting brand and product strategies
 - Developing pricing strategies
 - Managing Distribution channels
 - Managing marketing communications
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Course Syllabus

Scientific Department :	Marketing and International Trade Department
Course's Title :	International commerce
Academic Year :	Third year
Number of hours :	4 hours
Course's Goal :	The course aims to discuss Theories of international commerce, identifying International exchange rate and commercial policy, and defining International economic bodies.

Course's contents:

- Theories of international commerce
 - International exchange rate and commercial policy
 - Balance of payments
 - Exchange rate
 - International economic bodies
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Course Syllabus

Scientific Department :	Marketing and International Trade Department
Course's Title :	Negotiation management
Academic Year :	Third year
Number of hours :	4 hours
Course's Goal :	The course aims to find out foundations , principles and strategies of negotiation, and how parties play negotiation game.

Course's contents:

- Analysis of negotiation - the general framework for negotiations (surrounding culture)
 - Analysis of negotiation - the theory of games and decisions, the game of deals (Bargaining Games).
 - Analysis of negotiation - negotiation system in organizations.
 - The Impact of Relations on the negotiation
 - Encoding of negotiation
 - Interactive influence on negotiation
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Course Syllabus

Scientific Department :	Marketing and International Trade Department
Course's Title :	Consumer behavior
Academic Year :	Fourth year
Number of hours :	4 hours
Course's Goal :	The objective of this course is to provide a comprehensive concepts with respect to the external and internal factors which affect the behavior of the consumer and how the consumers make the purchasing decisions in different situations.

Course's contents:

- Introduction
 - Purchasing Decisions Making
 - Consumer Behavior Models
 - Internal Factors
 - Motivations
 - Perception and Learning
 - Attitudes
 - Personality
 - External Factors
 - Culture and Sub Cultures
 - Social Class
 - Reference Groups
 - Family
 - Marketing Mix
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Course Syllabus

Scientific Department :	Marketing and International Trade Department
Course's Title :	Product and brand management
Academic Year :	Fourth year
Number of hours :	4 hours
Course's Goal :	The objective of this course is to provide a complete and systematic approach to the study of product and services management, examination of product decisions , product/service portfolio evaluation, new product/service development, and product/service elimination.

Course's contents:

- Types of Product Decisions
 - Product Life Cycle and Marketing Strategy
 - Evaluation of Product/Service Portfolio
 - New Product /Service Development and portfolio Models
 - Pre-Development Activities of new products\and Services
 - Development, Testing and Launching New Product and Service
 - Successful Adoption and Diffusion of New Product and Service
 - identification and\Revitalization of Weak Product and Service
 - Evaluation of Weak Product /Service and Elimination Strategies
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Course Syllabus

Scientific Department :	Marketing and International Trade Department
Course's Title :	Sales Management
Academic Year :	Fourth year
Number of hours :	4 hours
Course's Goal :	The course aims to introduce the concept of sales management and its role in the planning of the sales forces, selling activity and performance evaluation.

Course's contents:

- Introduction to Sales Management
 - Organization of Sales Management
 - Sales managers
 - Personal selling
 - Selection and recruitment of sales representatives
 - Development the skills of sales representatives
 - Compensations of sales representatives
 - Expected sales
 - Estimated budget for sales
 - Planning sales areas
 - Planning sales quotas
 - Evaluation the performance of the selling activity
 - Evaluation the performance of sales representatives
 - Sales Productivity Management
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Course Syllabus

Scientific Department :	Marketing and International Trade Department
Course's Title :	Integrated Marketing Communications
Academic Year :	Fourth year
Number of hours :	4 hours
Course's Goal :	The objective of this course is to explain the concept of integrated marketing communications, the planning mechanism for integrated marketing communications, and the communication channels

Course's contents:

- Advertising and the corporate image and brand management
 - Advertising and buyer behavior
 - integrated marketing communications planning
 - Advertising management
 - Advertising design
 - Traditional media channel
 - Personal selling
 - Sales promotion
 - Interactive Marketing
 - Public Relation and sponsorship programs
 - Social media
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Course Syllabus

Scientific Department :	Marketing and International Trade Department
Course's Title :	Marketing research
Academic Year :	Fourth year
Number of hours :	4 hours
Course's Goal :	The course aims to introduce some main concepts and ways in marketing research, and to enable students to apply some main statistical analysis method.

Course's contents:

- Introduction to Marketing Research
 - Research Design
 - Qualitative research
 - Survey & Observation
 - Experimentation
 - Measurement and scaling
 - Questionnaire and Form Design
 - Descriptive statistics , Cross Tabulation, and Hypothesis testing
 - Analysis of Variance (ANOVA)
 - Correlation and Regression
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Course Syllabus

Scientific Department :	Marketing and International Trade Department
Course's Title :	Services marketing
Academic Year :	Fourth year
Number of hours :	4 hours
Course's Goal :	The objective of this course is to stress the difficulties and Problems surrounding the management and marketing of services, and make the students conscious of the three parties to a service encounter management, employees, customers and the service organization.

Course's contents:

- Service Features
 - Service Classification
 - Service Offer Analysis
 - Customer Expectations Management
 - Service Quality
 - Service designs and standers
 - Service Encounter Management
 - Service Recovery and Customer Complaints Handling
 - Services cape
 - Capacity and Demand Matching Strategies
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Course Syllabus

Scientific Department :	Marketing and International Trade Department
Course's Title :	Strategic marketing
Academic Year :	Fifth year
Number of hours :	4 hours
Course's Goal :	This course provide the students the ways in which the marketing planning process can be developed and managed effectively and Strategically, and stress the need to develop highly sensitive environmental monitoring systems that are capable of identifying trends, opportunities and threats at a very early stage, and then an organizational structure and managerial mindset that leads to the organization responding quickly and cleverly.

Course's contents:

- Strategic marketing planning and the marketing plan
 - Vision, missions and objectives.
 - Market Definition and the value Strategies
 - External Analysis
 - competitor analysis
 - customer analysis
 - Market and environmental analysis
 - Internal Analysis
 - Strategic direction and strategy formulation
 - Strategy Implementation
 - Strategy control and evaluation
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Course Syllabus

Scientific Department :	Marketing and International Trade Department
Course's Title :	Electronic marketing
Academic Year :	Fifth year
Number of hours :	4 hours
Course's Goal :	The course aims to introduce the concept of e-marketing and its development, Also covers topics related to the E-marketing mix

Course's contents:

- Introduction and general concepts
 - E-Business
 - Marketing information system of E-Business
 - Competitiveness among companies on internet
 - Consumer services & Electronic Shopping & buying
 - online purchase
 - Product Planning and development on internet
 - Services Marketing on the internet
 - Pricing products on internet
 - Web Designing E-store site
 - Electronic distribution on the Internet
 - E-promotion on Internet
 - Virtual communities
 - Personalization and privacy and security of E-Business
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Course Syllabus

Scientific Department :	Marketing and International Trade Department
Course's Title :	Pricing and distribution
Academic Year :	Fifth year
Number of hours :	4 hours
Course's Goal :	The course aims to introduce some important concepts associated with the price and its impact on the consumer .It also seeks to be an introduction to the store management in terms of site location, store arrangement, and design.

Course's contents:

- Introduction to pricing
 - Behavioral foundations for pricing management
 - Pricing Over the Product Life Cycle
 - Product-Line Pricing
 - Introduction to the World of Retailing
 - Retail Site Location
 - Store Layout, Design, and Visual Merchandising
 - Retail Pricing
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Course Syllabus

Scientific Department :	Marketing and International Trade Department
Course's Title :	International marketing
Academic Year :	Fifth year
Number of hours :	4 hours
Course's Goal :	The course aims to identify characteristics that distinguish the global market from local one, study the international environment, the international consumer, international market entry strategies, and international marketing mix.

Course's contents:

- introduction
 - International market entry decision
 - Market Selecting Decision
 - International market entry strategies
 - International marketing mix design
 - The applying of International marketing programs
 - Cases
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Course Syllabus

Scientific Department :	Marketing and International Trade Department
Course's Title :	Feasibility studies
Academic Year :	Fifth year
Number of hours :	4 hours
Course's Goal :	Enabling students to prepare feasibility studies and choosing among alternatives using investment criteria.

Course's contents:

- Definition, Importance, and Steps of feasibility studies
 - Preliminary Feasibility Studies
 - Marketing feasibility study
 - Technical feasibility study
 - Financial feasibility study
 - Profitability study
 - Feasibility study
 - Estimating the total costs of projects
 - Feasibility studies of services projects
 - Investment evaluation criteria
 - Feasibility studies from banks point of view
 - Feasibility studies under certainty
 - Feasibility studies under uncertainty
 - Applied casers
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