

**Arab Academy for Science and Technology and Maritime Transport
Information Systems Curriculum
Course Syllabus**

Course Code: NC252	Course Title: Principles of Marketing	Classification: R	Coordinator: Dr.Ahmed Sedky Lecturer: Dr .Ahmed Sedky	Credit Hours: 3
Pre-requisites: None	Co-requisites: None	Schedule: Lecture: 3 hours Tutorial-Lab: 0 hours		
Office Hours: (Room 405) Thursday 12:30 p.m. -2:30 p.m.				
Course Description: Shows how marketing is everywhere. It also tells how marketing has grown as the belief that organizations do best by caring for their customers ,which looks beyond buying and selling to examine marketing's role and responsibilities in society. examine marketing as 'the place where the selfish interests of the manufacturer coincide with the interest of society, takes the discussion from what marketing does to how marketing is done. In developing the strategic marketing planning process, it looks at how marketing fits with other business activities and how it is organized. Most importantly, it introduces the marketing activities appearing elsewhere in <i>Principles of Marketing</i> and shows how they combine to make modern marketing.				
Textbook: Marketing Management 14E Kotler , Keller				

References:

- **Principles of Marketing.**

Course Objective/Course Learning Outcome:

Contribution to Program Student Outcomes:

1-Identify and explain the different types of Marketing.
2-Explain the value of marketing in modern business management and operations.

(SO-4) Communicate effectively in a variety of professional contexts.

3-Identify and describe different types of marketing methodologies
4-State the difference between marketing and digital marketing inside an organization.

(SO-4) Recognize professional responsibilities and make informed judgments in computing practice based on legal and ethical principles.

5-Define the term organization and identify its components.
6-Define data management concepts and terms.

(SO-5) Function effectively as a member or leader of a team engaged in activities appropriate to the program's discipline.

7-Analyze and design a solution for digital marketing.
8-Discuss the ethical issues involved in developing and interacting with Marketing.

(SO-6) Support the delivery, use, and management of information systems within an information systems environment

Course Outline:

Week 1. Course Description and Introduction

Week 2. Defining Marketing for the 21st Century

Week 3. Capturing Marketing Insights

Week 4. Building Strong Brands

Week 5. Building Strong Brands (cont.)

Week 6. Shaping the Market Offerings

Week 7. 7th Week Exam

Week 8. Shaping the Market Offerings(cont.)

Week 9. Delivering and Communicating Value

Week 10. Delivering and Communicating Value (cont.)

Week 11. Creating Successful Long-Term Growth

Week 12. 12th Week Exam

Week 13. Managing a Holistic Marketing Organization

Week 14. Managing a Holistic Marketing Organization (cont.)

Week 15. Revision

Week 16. Final Exam

Grade Distribution:

7th Week Assessment (30%):

Exam (25%) + Assignments 5%

12th Week Assessment (20%):

Project (15%) + Assignments 5%

Year Work (10%):

Attendance (5%) + Assignments (5%)

Final Exam (40%)

Policies:

Attendance:

AASTMT Education and Study Regulations (available at aast.edu)

Academic Honesty:

AASTMT Education and Study Regulations (available at aast.edu)

Late Submission:

Late submissions are graded out of 75% (1 week late), 50% (2 weeks late), 25% (3 weeks late), 0% (more than 3 weeks late)