

Al albayt University

Faculty of Finance and Business Administration

Department of Business Administration

Course: Advance Marketing Management (502721)

Instructor: Dr. Bahjat Al-jawazneh

First Semester: 2015-2016 Lecture Schedule: Saturday, 2-5

Course description

This course is expected to enhance students' knowledge and skills in the area of marketing management, it also enables students to develop, implement, and control successful marketing strategies. Real life case studies and examples will be discussed to prepare students cope with this unpredictable business environment.

Course objectives

The primary objective of this course is to help students develop knowledge and skills in analyzing and understanding the concept of marketing management, and then formulate, implement, and monitor marketing strategy and tactics in a competitive and turbulent environment. The course focuses specifically on issues such as developing marketing strategies and plans, the selecting segments in which to compete, planning products, setting and managing prices, developing and managing the marketing communications strategies,... etc..

Course outline

Class	Title
1	Defining Marketing for the 21st Century
2	Developing Marketing Strategies and Plans
3	Gathering Information and Scanning the Environment
4	Conducting Marketing Research and Forecasting on Demand
5	Creating Long-term Loyalty Relationships
6	Analyzing Consumer Markets
7	Analyzing Business Markets
8	Identifying Market Segments and Targets
9	Creating Brand Equity
10	Crafting the Brand Position
11	Designing and Managing Integrated Marketing Communications
12	Managing Mass Communications: Advertising, Sales Promotions, Events

	and Experiences, and Public Relations
13	Managing Personal Communications: Direct and Interactive Marketing, Word of Mouth, and Personal Selling
14	Developing Pricing Strategies and Programs

References:

Philip Kotler; Marketing Management , 14th edition, 2012. pearson.

Homburg, C., Kuester, S., & Krohmer, H. (2013). *Marketing management: A contemporary perspective*. McGraw-Hill Higher Education.

Cravens, D., & Piercy, N. F. (2008). *Strategic marketing*. McGraw-Hill Irwin.