



Sub.	Course Description – توصيف مقرر دراسي	الموضوع	 كلية المعرفة ALMAAREFA COLLEGE
Date		التاريخ	

Course Code & No	BUSN 301	دار 301	رقم المقرر ورمزه
Course Name	Marketing Principles	مبادئ التسويق	اسم المقرر
Credit Hours	3 (3 + 0 + 0)	(0 + 0 + 3) 3	عدد الساعات المعتمدة
Pre-requisite	BUSN 201	دار 201	المتطلب السابق

General Description	توصيف عام
<p>This course aims at introducing the students with:</p> <p>An introduction to basic marketing concepts and principles; role of marketing and its organizational context; and, marketing environment.</p>	

Course Objectives	أهداف المقرر
<ul style="list-style-type: none"> Recognize the importance, concepts of marketing, and the policies and environments effecting marketing decisions the of Marketing. Recognize the major concepts of marketing systems, including process definition, concurrent processing, memory management, scheduling, interrupt processing, and file system. Prepare a subject to search and present it in the class . Develop the understanding of the topic, ability of research and ability to present in front of people. Analyze different marketing cases. Judge the moral values in marketing situations . Show the ability to effectively communicate with team members. Write marketing plan and present it to consumers. Demonstrate the ability to complain information from different marketing resources to create effective strategy marketing plan and present it to the students . Research the web for requirement marketing information to use it to prepare the marketing project . 	

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Course Outlines	مفردات المقرر
<ul style="list-style-type: none"> • Overview of Contemporary Marketing • The Global Marketing Environment • Marketing's Strategic Role in the Organization • Consumer Buying Behavior and Decision Making • Business to Business Markets and Buying Behavior • Marketing Research and Decision Support Systems • Market Segmentation and Targeting • Product and Service Concepts\ Product and Service Strategies • Developing New Products and Services • Pricing Concepts\ Price Determination and Pricing Strategies • Marketing Channels\ Retailing\ Wholesaling and Logistics Management • Marketing Communications • Advertising and Public Relations Consumer and Trade Sales Promotion Personal Selling and Sales Management • Direct Marketing Communications 	

References	المراجع
<ul style="list-style-type: none"> • Philip Kotler, Gary Armstrong. Principles of Marketing, 15th edition, 2013, Pearson. 	