



College of Business

Brief Course Descriptions

Bachelor of Business Administration – Marketing Concentration

Course Name & Code	Brief Course Description
Principles of Marketing Management 0504200	This is an introductory course in marketing. It covers a broad range of fundamental concepts/ ideas such as the marketing planning process, relationship marketing, marketing strategy, marketing mix, market segmentation and targeting, and market analysis.
Retail Marketing 0504310	This course provides students with an overview of the field of retailing and aims to familiarize students with the basic concepts and issues considered relevant in today's world of retailing and retail marketing. These include, but are not limited to, the nature and structure of the retail industry, the determinants of successful retail marketing strategies and the fundamental principles of sound retail management.
E-Marketing 0504320	The Internet revolution affected individuals' lives in many ways and it also has a huge impact on marketing. This course focuses on the marketing management framework and addresses the unique features of digital marketing. The course provides students with a comprehensive understanding of the principles and practices associated with using the internet to market goods and services.
Consumer Behavior 0504330	The course is structured to enable students to gain knowledge of the theoretical background of consumer behavior. This course examines important concepts, principles, and theories from various social sciences in order to describe and explain consumer behavior in a detailed way. The purpose of the course is to study the process of consumer choice, its determinants and its implications for marketing programs and public policy.
Advertising and Promotions Management 0504340	This course examines a number of theories and models from advertising, sales promotion, public relations, and personal selling for domestic and international markets. The course also discusses the planning, implementation, and evaluation of advertising and promotional programs. Students are introduced to the full range of concepts associated with Integrated Marketing Communications.
International Marketing 0504380	This course introduces the field of international marketing. It addresses the different and challenging environments of international marketing and the need to investigate its various political, economic, social, cultural and legal issues from conceptual, methodological and applications perspectives. It then considers how these environmental factors can be integrated into, international marketing programs and strategies.

<p>Marketing Research 0504450</p>	<p>Marketing research is considered as an imperative pervasive function. In today's fiercely competitive environment, organizations are racing to satisfy their customers. This course deals with the use of marketing research as an aid to making marketing decisions. Specifically, this course addresses how the information used to make marketing decisions is gathered and analyzed.</p>
<p>Service Marketing 0504460</p>	<p>Services dominate the global economy and are becoming critical competitive advantage for companies across the globe and in all industry sectors, particularly in the Gulf region. This course, introduces the foundations of services marketing; in addition, creation, promise, and deliver of a successful, interactive customer experience. The course covers both theory and application.</p>
<p>Strategic Marketing Management 0504470</p>	<p>This is an advanced course in and involves developing a vision about the markets of interest to the organization, selecting market target strategies, setting objectives and developing, implementing, and managing marketing programs. This course aims to develop a strategic marketing focus and link it to the strategy process within an organization. It concentrates on external issues but also links these to internal capabilities.</p>