



College of Business

BBA in Marketing

COURSE DESCRIPTIONS

Course ID	Course Name	Brief Course Description
0504200	Principles of Marketing Management	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. Several topics, including marketing organization, product life cycle, competitive analysis, marketing information and research, and buyer behavior in both consumer and business markets receive extensive review in this course.
0504330	Consumer Behavior	Consumer behavior may be the most applied topic you will come across. After all we are all consumers, at all times, every day and wherever you live. The course is structured to enable you to gain knowledge of the theoretical background of consumer behavior. We will examine 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. This course also aims to bring you up-to-date on the rapid developments we are observing in the area of consumer behavior and puts especial emphasis on the impact of culture and sub-cultures on consumer behavior.
0504331	Introduction to E-Marketing	The course addresses the unique features of digital marketing. Provides students with a comprehensive understanding of the principles and practices associated with using the internet to market goods/services. The course describes internet and various business models utilized in online marketing and explains processes for planning and implementing comprehensive marketing programs using alternative online pricing policies, web-based advertising and promotion, and internet distribution channels.
0504332	Interactive and Direct Marketing	Direct marketing involves the strategic planning and execution of activities designed to motivate targeted customers to place orders through the mail, via the telephone, or some other non-store channel. A key component of direct marketing is the development (or acquisition) and manipulation of a computer-generated database of potential/prospective customers. Students examine all of the key components and strategies required to develop a successful direct marketing campaign and apply these concepts to a project or case study.
0504333	Marketing Information Systems	This course covers information systems principles relating to marketing activities, which aims to offer students the opportunity to examine in depth basic issues of constructing and managing information systems to support decision making in Marketing. The course aims to offer students an integrated theoretical and practical knowledge on the use of information

		and communication technologies in Marketing and enable the implementing of such knowledge in various marketing activities, strategic and operational, at different organizational levels.
0504340	Advertising and Promotions Management	This is one of the most dynamic, fascinating and enjoyable fields of study. In an increasingly competitive world, organizations have learned that their ability to create and distribute effective advertising and promotional messages has become increasingly difficult as a consequence of the fragmentation, not just of targeted audiences but also of the media and methods used to reach them. This course will examine a number of theories and models from advertising, sales promotion, public relations, and personal selling for domestic and international markets. We will also discuss the planning, implementation, and evaluation of advertising and promotional programs. You will be introduced to the full range of concepts associated with Integrated Marketing Communications.
0504380	International Marketing	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.
0504390	Entrepreneurial Marketing	Entrepreneurial marketing focuses on the essential elements of business success. shows how to use modern entrepreneurial marketing techniques to differentiate a company in the eyes of customers in order to achieve sustainable profitability. Highlights entrepreneur's creativity, ability to bring innovations to the market, and willingness to face risk that changes the world. Key components addressed include: identifying and selecting the market; determining the consumer needs cost-effectively; executing the basic elements of the marketing mix (product, price, distribution, and promotion); and competing successfully in the domestic and international markets through implementing a sound marketing plan.
0504400	Introduction to Graphic Design	This course offers fundamental skills relevant to the discipline of graphic design. Through studio projects, students learn the vocabulary of visual communication design and become familiar with graphic design digital and analog production processes. Students are taught high-level technical production and pre-press skills, enabling them to see a project through from initial concept to final publication.
0504450	Marketing Research	In modern organizations, marketing research is considered as an imperative pervasive function. In today's fiercely competitive environment, organizations are racing to satisfy their customers. You can never satisfy customers if you do not know what they desire. Knowing what customers desire is basically the purpose of marketing research. Marketing research techniques can broadly be classified into qualitative and quantitative approaches. Qualitative techniques include many methods, such as focus groups and in-depth interviews. Quantitative methods are numerous; although we will discuss qualitative techniques, in this class we will focus on experimental and survey research. 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.
0504460	Service Marketing	Services dominate the global economy and are becoming critical for competitive advantage in companies across the globe and in all industry sectors, particularly in the Gulf region. Service management presents unique challenges that reflect the fundamental differences between products and services. For example, services involve greater intangibility, variability,

		<p>consumer participation and so on. These give rise to remarkable problems in service design, delivery and control. Successful management of these challenges requires threading together the functional disciplines of marketing, operations and human resources. In this course, students will learn the foundations of services marketing. In addition, they will learn to create, promise, and deliver a successful, interactive customer experience. The course will cover both theory and application. The growing significance of services marketing beyond its traditional connotations of advertising and personal selling will also become apparent.</p>
0504470	Strategic Marketing Management	<p>This is an advanced course in the BBA in Marketing program 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 designed to meet the value requirements of the customers in each market target. Strategic marketing is the process of creating satisfied customers through the integration of all business functions and through the continuous search for a sustainable competitive advantage through quality, responsiveness to customers and innovation. 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. Emphasizing customer care as well as competitive advantage. In Strategic Marketing Management, marketing is viewed as a dynamic process designed to achieve distinctive strategic competitive and global advantages. This is accomplished through value-added activities designed to create and sustain long term customer satisfaction and relationship and, therefore, a sound competitive position.</p>
0504480	Global Marketing in Digital World	<p>This course explores the development of international marketing programs from the determination of objectives and methods of organization through the execution of research, advertising, distribution, and production activities. The digital revolution has created a global electronic marketplace. Digital revolution has gained momentum over the past years, although leading firms in an industry often develop sustaining technologies that result in improved product performance. The digital revolution has resulted in a process known as convergence, meaning that previously separate industries and markets are coming together. In this environment, company management invested in current technologies to develop new technologies. the revolution has also unleashed a wave of disruptive technologies that are creating new markets and reshaping industries and value networks. Students will examine the international similarities and differences in marketing functions as related to the cultural, economic, political, social, and physical dimensions of the environment. Students also consider the changes in marketing systems and the adoption of marketing philosophies and practices to fill conditions in different countries.</p>
0504490	Internship (Marketing)	<p>An Internship is a planned academic-work experience in workplaces directly related to the student's area of college study. It is an excellent opportunity for students to attach their field of study to a practical experience of their career interest in short term. Internships help students integrate what is taught in the college with what is required in the workplace. Students take internships to develop knowledge and skills valued by employers. This course is designed to provide a good opportunity for students to acquaint themselves with various business and management systems that are being utilized in the fields of application, and the opportunity to have practice before graduation.</p>