



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 finally, market analysis. Besides, this course makes an extensive review of the following topics: marketing organization, product life cycle, competitive analysis, marketing information, and research, and finally, buyer behavior in both consumer and business markets.
0504330	Consumer Behavior	This course focuses on various aspects of consumer behavior from its applied perspective. It establishes that it is all about consumers that matter the most at all times, daily, and wherever they are. The course is structured to gain knowledge of the theoretical background of consumer behavior. It examines essential concepts, principles, and theories from various social sciences to describe and explain consumer behavior. In addition, the course focuses on studying the process of consumer choice, its determinants, and implications for marketing programs and public policy. Finally, this course also aims at bringing an up-to-date picture of the rapid developments observed in consumer behavior, particularly emphasizing the impact of culture and sub-cultures on consumer behavior.
0504331	Introduction to E-Marketing	The course addresses the unique features of digital marketing. It gives students a comprehensive understanding of the internet's principles and practices to market goods/services. The course describes the internet and various business models utilized in online marketing and explains the processes for planning and implementing comprehensive marketing programs by using alternative online pricing policies, web-based advertising, and promotion and internet distribution channels.
0504332	Interactive and Direct Marketing	This course thrusts upon direct marketing that involves the strategic planning and execution of activities designed to motivate the targeted customers to place orders through the mail service, via the telephone, or some other non-store channel. This course discusses the critical component of direct marketing through the development (or acquisition) and manipulation of a computer-generated database of potential/ prospective customers. In this course, students examine 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 the fundamental issues of constructing and managing information systems to

		support decision-making in Marketing. In addition, 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 implementation of such knowledge in various marketing activities, strategic and operational, at different organizational levels.
0504340	Advertising and Promotions Management	This course is one of the most dynamic, fascinating, and enjoyable fields of study. The course exemplifies that in an increasingly competitive world, organizations have learned that their ability to create and distribute effective advertising and promotional messages has become increasingly difficult due to the fragmentation, not just of targeted audiences but also of the media and methods used to reach them. This course examines several theories and models from advertising, sales promotion, public relations, and personal selling for domestic and international markets. It further discusses the planning, implementation, and evaluation of advertising and promotional programs with a 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	The course on entrepreneurial marketing focuses on the essential elements of business success. It shows how to use modern entrepreneurial marketing techniques to differentiate a company in customers' eyes to achieve sustainable profitability. The course highlights entrepreneurs' creativity, ability to bring innovations to the market, and willingness to face a risk that changes the world. Critical components addressed in the study include the identification and selection of the market followed by the determination of consumer needs cost-effectively; further, the course discusses the execution of the essential elements of the marketing mix (product, price, distribution, and promotion); and finally, to competing successfully in the domestic and international markets by implementing a sound marketing plan.
0504400	Introduction to Graphic Design	This course offers fundamental skills relevant to the discipline of graphic design. In this course, through studio projects, students learn the vocabulary of visual communication design and become familiar with graphic design digital and analog production processes. Further, students are taught high-level technical production and pre-press skills, enabling them to see the success of a project from its initial concept to final publication.
0504450	Marketing Research	This course emphasizes that in modern organizations, marketing research is considered to perform a pervasive imperative function, mainly when organizations are constantly racing to satisfy their customers in today's fiercely competitive environment and given the fact that organizations barely satisfy customers fully if they do not know what the customers desire for. Therefore, the course asserts that understanding what customers desire is marketing research's purpose. This course broadly classified marketing research techniques into qualitative and quantitative approaches. Qualitative techniques include methods such as focus groups and in-depth interviews. Quantitative methods are numerous; while the course discusses qualitative techniques in this class,

		the focus will be experimental and survey research. Finally, this course deals with the use of marketing research as an aid in making marketing decisions addressing how the information used to make marketing decisions is gathered and analyzed.
0504460	Service Marketing	This course discusses various aspects and challenges of service marketing, particularly when services dominate the global economy and are becoming critical for competitive advantage in companies across the globe, and all industry sectors, particularly in the Gulf region. Hence, this course entails the notion that service management presents unique challenges reflecting the fundamental differences between products and services. This course deciphers the complexity involved in successfully managing the above challenges through threading together the functional disciplines of marketing, operations, and human resources. 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 further cover both theory and application. By studying this course, the growing significance of services marketing beyond its traditional connotations of advertising and personal selling will become more apparent.
0504470	Strategic Marketing Management	This is an advanced course in the BBA in Marketing program and involves developing a vision about the markets of interest to the organization by selecting the market target strategies, setting objectives, and growing, implementing, and managing the marketing programs designed to meet the value requirements of the customers in each market target. This course brings the strategic elements in marketing in that it entails creating satisfied customers through integrating all business functions, the continuous search for sustainable competitive advantage, and further via quality, responsiveness to customers, and innovation. In addition, this course defines marketing 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, assuring a good competitive position.
0504480	Global Marketing in Digital World	This course explores the development of international marketing programs from the determination of objectives and methods of an organization through the execution of research, advertising, distribution, and production activities. In addition, this course addresses contemporary issues and challenges given the digital revolution's impetus in the global electronic marketplace. In this course, the students will examine the international similarities and differences in marketing functions related to the environment's cultural, economic, political, social, and physical dimensions. Further, students also consider the changes in marketing systems, the adoption of marketing philosophies, and practices to fill the conditions in different countries during the period of global marketing in digital.
0504490	Internship (Marketing)	The marketing internship program is a planned academic work experience in workplaces directly related to the student's major. It is an excellent opportunity for students to attach their field of study to practical knowledge of their career interests in the short term under the guidance and supervision of an academic advisor and field supervisor. The internship program helps students integrate what is taught in college with those required in the

		<p>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 issues and marketing challenges with the opportunity to have hands-on practice before graduation.</p>
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