

MARKETING MANAGEMENT MGM 612

Prepared by Dr. Magdy Al-haj





مجموعة جامعة
الجميع الذكية
للتعليم القابضة

MIDOCEAN
UNIVERSITY
BY EVERYONE'S SMART UNIVERSITY

Week-1 Orientation show

عرض توجيهي
Master of Management

MGM 612
MARKETING MANAGEMENT

Prepared by
Dr. Magdy Al-haj

www.midocean.ae

Who Am I?



مجموعة جامعة
الجميع الذكية
للتعليم القابضة



DR. Magdy Ahmed Al-Haj Mahmoud
assistant's professor of Business
Administration

- Ph.D. in Business Administration, Omdurman Islamic University, Sudan. 2015
- M.Sc. in Business Administration, University of Jazeera, Sudan. 2011
- B.Sc. in Textile Engineering (Hours), University of Jazeera, Sudan 2004

Worked assistant's professor at everyone smart university, Lecturer, community College king Khalid University, and, quality assurance unite coordinator, resident engineering. Published books & Researches , Professional Training,

Marketing Management, Third Trimester 2023

How to reach me

❖ How to reach me

• وسيلة التواصل الأساسية مع الطلاب هو عن طريق المنصة الأكاديمية
Sis

❖ Zoom meeting

- Discussion Time (Monday At 8-9 PM) Every week



مجموعة جامعة
الجميع الذكية
للتعليم القابضة

What is Marketing Management ?

Marketing management is a composition of two terms '**Marketing**' and 'Management'. Where, the term 'marketing' is a set of actions and processes of a company associated with buying and selling of goods or services. "Management" is a function of coordinating the integrated efforts of people towards a common goal by effective utilization of available resources.

Marketing management is an organizational approach which focuses towards the accomplishment of marketing objectives of the organization such as achieving customer satisfaction, securing high sales and profit, etc.



Primary Goal of This Course

➤ This course aims to:

Marketing management is a system of integrated business activities with each other, which aims to plan, price, promote and distribute goods and services to current and prospective customers. Marketing is a human activity aimed at satisfying the desires and requirements of consumers. This course offers a complete introduction to professional marketing thought and action.

- The Course explains the concepts, policies and methods associated with marketing as well as the understanding of companies' marketing strategies at present to face increasing competition in both domestic and foreign markets in terms of marketing.
- The course analyses the process of market segmentation, targeting and the postponing of the products
- The Course explains marketing ethics and social responsibility
- Brand management
- Design and Management of Integrated Marketing Communications System and Distribution Channel Management
- In addition to analyzing consumer behavior, New-Product Development Strategy
- pricing strategies





Learning Outcomes

The course will help students to gauge understanding in marketing management

- ☐ Interpret complex marketing issues and problems using relevant theories, concepts and methods with regard to ethical conduct.
- ☐ Apply contemporary marketing theories to the demands of business and management practice.
- ☐ Find and generate information/data needed to inform problem solving in marketing using appropriate methodology.
- ☐ Analyze information/data critically and synthesize new knowledge and communicate that knowledge via engaging written and oral formats.
- ☐ Organize information and data to reveal patterns and themes, and manage teams and evidence gathering and problem solving processes.
- ☐ Conduct the process of inquiry, and respond to feedback, accounting for ethical, social and cultural (ESC) issues.

Learning Resources:

➤ Credit Hours: 3 credit hours.

➤ Required Textbook:

Textbook: Marketing Management, 15 Global Edition, Philip Kotler, Kevin lane Keller.

➤ Essential References:

- The main material and reference for each course will be the textbook mentioned in the course specifications. Lecture notes and slides are additional resources that are prepared by the professor.



Marketing Management, Third Trimester 2023



مجموعة جامعة
الجميع الذكية
للتعليم القابضة



Units of Course Contents

➤ Lecture Structure:

Module	Course Unit	No.of. Weeks	Contact Hours
1	Lecture_1_Marketing Management &Marketing Function	1 st	3
2	Lecture_2_Market Segmentation and Targeting, and Positioning	2 nd	3
3	Lecture_3_Marketing Strategy	3	3
4	Lecture_4_Marketing Ethics and Social Responsibility	4	3
5	Lecture_5_Consumer Behavior	5	3
6	Lecture_6 Branding	6	3
7	Lecture_7_New-Product Development Strategy	7	3
8	Lecture_8_Designing and Managing Integrated Marketing Communications	8	3
9	Lecture_9_Pricing Strategies	9	3
10	Lecture_10_Marketing Channels Management	10	3

Marketing Management, Third Trimester 2023



Course Information

➤ Assessment Method:

▶ Short Exam

▶ 80% marks

▶ Count of short Exam 10 (Weekly)

▶ 8 Marks for each of short Exam.

▶ 20% Final Examination





مجموعة جامعة
الجميع الذكية
للتعليم القابضة

EXAM



➤ Assessment Method:

exam

- ▶ Multiple choice
- ▶ TRUE & FALSE
- ▶ VOICE QU

Marketing Management, Third Trimester 2023



Academic Calendar



الفترة الزمنية التعليمية في الفصل الدراسي تكون مدة
١٣ أسبوع
(منهم أسبوعين للاختبار النهائي)



مجموعة جامعة
الجميع الذكية
للتعليم القابضة

مخطط الأسابيع الدراسية

Academic Weeks Agenda for the Third Trimester 2023

MIDOCEAN
UNIVERSITY

مخطط الأسابيع الدراسية

Week	Subject	Date
Week 1	Guidance lecture	30/9/2023
Week 2	Lecture - Discussion Panel - Quiz	7/10/2023
Week 3	Lecture - Discussion Panel - Quiz	14/10/2023
Week 4	Lecture - Discussion Panel - Quiz	21/10/2023
Week 5	Lecture - Discussion Panel - Quiz Deadline for withdrawal from a trimester or a course	28/10/2023
Week 6	Lecture - Discussion Panel - Quiz	4/11/2023
Week 7	Lecture - Discussion Panel - Quiz	11/11/2023
Week 8	Lecture - Discussion Panel - Quiz	18/11/2023
Week 9	Lecture - Discussion Panel - Quiz	25/11/2023
Week 10	Lecture - Discussion Panel - Quiz	2/12/2023
Week 11	Lecture - Discussion Panel - Quiz	9/12/2023
Week 12	Discussion Panel	16/12/2023
Week 13	Beginning of Final Exams	23/12/2023
End of Trimester	End of Final Exams	30/12/2023



الاعمال وتوزيع الدرجات



مجموعة جامعة
الجميع الذكية
للتعليم القابضة



الأعمال وتوزيع درجات الفصل الدراسي الثاني 2023 لمرحلتى البكالوريوس والماجستير

توزيع الدرجات - 100%	الأعمال
حضور المحاضرة - حل الأسئلة المصاحبة	محاضرة مسجلة أسبوعيًا- السبت من كل أسبوع
8 درجات لكل اختبار قصير - بمجموع 80 %	اختبار قصير مصاحب للمحاضرة بشكل أسبوعي
الحضور اختياري	حلقة نقاش افتراضية أسبوعية لمناقشة محتوى المحاضرة المسجلة.
20%	الاختبار النهائي

-- اللغة الأساسية في المحاضرات هي:
اللغة الإنجليزية
-- الاختبارات باللغة الإنجليزية مع وجود
ترجمة للسؤال.

- يتم احتساب الغياب من خلال حل الطالب للاختبار القصير المصاحب للمحاضرة المسجلة الأسبوعية، وإذا تغيب الطالب عن 4 اختبارات قصيرة يعتبر الطالب في هذه الحالة حرمان.
- آخر موعد للاعتذار عن أي اختبار قصير يكون قبل إغلاق موعد الاختبار مع إرفاق الدلائل الثبوتية لأي أعذار قهرية أو مرضية عبر نموذج الأعذار عن اختبار قصير عبر منصة SIS.
- آخر موعد للاعتذار عن الاختبار النهائي يكون قبل موعد عقد الاختبار مع إرفاق الدلائل الثبوتية لأي عذر قهري أو طبي عبر نموذج الأعذار عن اختبار نهائي عبر منصة SIS، ولن يتم احتساب أي أعذار بعد نهاية الموعد.
- يحق لإدارة الجامعة مراعاة بعض الظروف القهرية.

عبر برنامج ZOOM
سيتم تثبيت رابط حلقة النقاش على صفحة
المقرر بالمنصة التعليمية

Marketing Management, Third Trimester 2023



مجموعة جامعة
الجميع الذكية
للتعليم القابضة

MIDOCEAN
UNIVERSITY
BY EVERYONE'S SMART UNIVERSITY



Thank You

