

ISHIK UNIVERSITY
FACULTY OF ADMINISTRATIVE SCIENCES AND ECONOMICS
Department of BUSINESS AND MANAGEMENT,
2019-2020 Fall
Course Information for BUS 221 MARKETING I

Course Name:		MARKETING I				
Code	Course type	Regular Semester	Theoretical	Practical	Credits	ECTS
BUS 221	2	3	3	-	3	
Name of Lecturer(s)- Academic Title:		Dyar Muhammed - Siva Kumar - Uma Shankar Singh - PhD.				
Teaching Assistant:		Faculty Assistant				
Course Language:		English				
Course Type:		Main				
Office Hours		3:30 to 4:30				
Contact Email:		diyar.sidiq@gmail.com sivakumar.ns@ishik.edu.iq umashankar.singh@ishik.edu.iq Tel:00947725215668 07518815223 1417				
Teacher's academic profile:		Assistant lecturer B.E mechanical Engg ANNA UNIVERSITY INDIA M.E Production Engg ANNA UNIVERSITY INDIA (PSG COLLEGE OF TECHNOLOGY) INDIA (P.hD) PURSUING ANNA UNIVERSITY INDIA Lecturer				
Course Objectives:		To know the importance of marketing in business. To understand the variables responsible for the successful marketing planning and implementation. To see the scope for practical implementation of marketing activities in business.				
Course Description (Course overview):		This course covers the concepts and topics related to marketing function and management, the qualitative and quantitative aspects of marketing management. Examples to basic topics covered are: Marketing organizations and organizing marketing activities, sales analysis, understanding marketing strategies, marketing mix, marketing environment, behavioral factors, performance criteria, segmentation, marketing plan, and various marketing subjects. A glossary of marketing is developed by all of the students and small individual research exercise by each student leads to a big project				
COURSE CONTENT						
Week	Hour	Date	Topic			
1	3	1-3/10/2019	Introduction to marketing			
2	3	6-10/10/2019	Understanding the marketplace and customer needs			
3	3	13-17/10/2019	4 P\'s of marketing			
4	3	20-24/10/2019	Designing a customer-driven marketing strategy			
5	3	27-31/10/2019	Preparing an integrated marketing plan and program			
6	3	3-7/11/2019	Building customer relationships			
7	3	10-14/11/2019	Capturing value from customers, the changing marketing landscape			
8	3	17-20/11/2019	Midterm Exam			
9	3	24-28/11/2019	Companywide strategic planning			
10	3	1-5/12/2019	Capturing value from customers, the changing marketing landscape			
11	3	8-12/12/2019	Sales Management Process			
12	3	15-19/12/2019	Selling, Sales Job, Sales Person			

13	3	22-26/12/2019	Buyer Seller Dyad, Product Knowledge
14	3	29/12-2/1/2020	Customer Knowledge, Buying Motives & Selling Points
15	3	5-9/1/2020	Revision
16	3	12-16/1/2020	Final Exam
17	3	19-23/1/2020	Final Exam

COURSE/STUDENT LEARNING OUTCOMES

- 1 Being aware about the importance of efficient marketing strategies implementation.
- 2 Familiarity with the usage of marketing tools by different industries.
- 3 Understanding the overall concept of marketing management.
- 4 Analytical ability about the marketing activity.
- 5 Knowing the different variables responsible for efficient marketing implementation.

COURSE'S CONTRIBUTION TO PROGRAM OUTCOMES

(Blank : no contribution, I: Introduction, P: Proficient, A: Advanced)

Program Learning Outcomes

Cont.

1	To educate students who have theoretical and applicable knowledge and proficiency in management sub disciplines	I
2	To educate entrepreneur that has analytical and evaluating proficiency in the area of management applications.	I
3	To learn qualitative and quantitative decision making models in management	P
4	Increasing the application skills on management issues via using decision making, and problem solving techniques.	P
5	To work individually, and in the group works, and to have self-confidence for responsibility the capability of reaching to the information and data needed, to search databases and other sources of information, the awareness of the importance on learning, to follow the recent developments and issues in management science and technology, and sustainable self-development.	P
6	Presentation of accumulation in environments such as; congress, conference or seminars, in either native or foreign languages.	A
7	To pursue ethics and social responsibility in the works and studies, to be aware of the social and universal aspects of any study, to be aware of the problems of the contemporary era.	A

Prerequisites (Course Reading List and References):

Kotler, P., Armstrong, G. (2013). Principles of marketing. (15E). Pearson Prentice Hall. ISBN-10: 0133255417 • ISBN-13: 9780133255416

Student's obligation (Special Requirements):

Dos: Ask questions, Supplement or complement with learning, Notebook and pen is must for the class; Don'ts: Break silence and discipline, Ring phones, Talk friends.

Course Book/Textbook:

Kotler, P., Armstrong, G. (2013). Principles of marketing. (15E). Pearson Prentice Hall. ISBN-10: 0133255417 • ISBN-13: 9780133255416

Other Course Materials/References:

Lecture Slides, Notes, online publications.

Teaching Methods (Forms of Teaching):

Lectures, Practical Sessions, Presentation, Excurtion, Self Evaluation, Assignments

COURSE EVALUATION CRITERIA

Method	Quantity	Percentage (%)
Attendance	1	5
Participation	20	0.5
Quiz	1	10
Homework	1	5
Midterm Exam(s)	1	20
Presentation	20	0.5
Final Exam	1	40
Total		100

Examinations: Essay Questions, True-False, Fill in the Blanks,

Multiple Choices, Short Answers, Matching

Extra Notes:**ECTS (ALLOCATED BASED ON STUDENT) WORKLOAD**

Activities	Quantity	Workload Hours for 1 quantity*	Total Workload
Theoretical Hours	17	3	51
Practical Hours	17	0	0
Final Exam	1	6	6
Attendance	1	1	1
Participation	20	2	40
Quiz	1	1	1
Homework	1	3	3
Midterm Exam(s)	1	6	6
Presentation	20	2	40
Total Workload			91
ECTS Credit (Total workload/25)			3.64

Peer review

Signature:

Name:

Lecturer

Signature:

Name:

Head of Department

Signature:

Name:

Dean