



م/ برنامج دراسة الدكتوراه في ادارة التسويق

للعام الدراسي 2018-2019

"Marketing affects all individuals, all organizations, all industries, and all countries."

1. Marketing: Creating Customer Value and Engagement. (19-9-2018)
 2. Company and Marketing Strategy. (26-9-2018)
 3. Analyzing the Marketing Environment. (3-10-2018)
 4. Consumer Markets and Buyer Behaviour. (10-10-2018)
 5. Business Markets and Business Buyer Behaviour. (17-10-2018)
 6. Products, Services and Brands. (24-10-2018)
 7. Pricing Strategies. (31-10-2018)
 8. Retailing and Wholesaling. (7-11-2018)
 9. Personal Selling and Sales Promotion. (14-11-2018)
 10. Direct, Online, Social Media and Mobile Marketing. (21-11-2018)
 11. Creating Competitive Advantage. (28-11-2018)
 12. The Global Marketplace. (5-12-2018)
 13. Social Responsibility and Ethics. (12-12-2018)
 14. Case Studies in the Modern Marketing. (19-12-2018)
 15. Examination. (26-12-2018)
- First Source is Philip Kotler, Gary Armstrong, Lloyd C. Harris and Nigel Piercy, Principles of Marketing, 7th European Ed., Harlow: Pearson, 2017.
 - Secondary Sources are all available sources in Marketing Management.

Posts and Snap Tests	Homeworks	Work Paper	Examination
(5)	(4)	(6)	(15)
Course Degree (30)			


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