



The vocabulary for Master of Marketing Management
to the academic year 2019-2020 (Second course)

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

1. Customer Driven Strategic Marketing. (19-2-2020)
2. Planning, Implementing, and Evaluating Marketing Strategies. (26-2-2020)
3. The Marketing Environment, Social Responsibility, and Ethics. (4-3-2020)
4. Marketing Research and Information Systems. (11-3-2020)
5. Target Markets: Segmentation and Evaluation. (18-3-2020)
6. Business Markets and Buying Behavior. (25-3-2020)
7. Reaching Global Markets. (1-4-2020)
8. Product, Branding, and Packaging Concepts. (8-4-2020)
9. Developing and Managing Goods and Services. (15-4-2020)
10. Pricing Concepts and Management. (22-4-2020)
11. Retailing, Direct Marketing, and Wholesaling. (29-4-2020)
12. Integrated Marketing Communications. (6-5-2020)
13. Advertising and Public Relations. (13-5-2020)
14. Personal Selling and Sales Promotion. (20-5-2020)
15. Case Studies in the Modern Marketing. (27-5-2020)

- Pride and Ferrell, W. M., O.C., Foundations of Marketing, 8th Ed., Australia: Cengage, 2019.
- Kotler and Armstrong, Philip, Gary, Principles of Marketing, 17th Ed., New York: Pearson, 2018.
- The foreign articles on each topic to be identified during the lesson.
- All the books, research and periodicals available in the marketing Management that are related to the above topics.

Assistant Professor in Marketing

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Wednesday 19-2-2020

Participant and Quiz (%15)
Homework (%7)
Monthly Test (%50)
Paper (%20)
Case study (%8)
Total Course Degree (30)