



## Vocabulary of Doctorate in Marketing Management for the academic year 2019-2020 (first course)

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

1. Defining Marketing and the Marketing Process. (18-9-2019)
2. Understanding the Marketplace and Consumer Value. (25-9-2019)
3. Industrial Marketing and Business Buyer Behavior. (2-10-2019)
4. Services Marketing and Brands. (9-10-2019)
5. New Products and Product Life Cycle. (16-10-2019)
6. Capturing Customer Value and Pricing Strategies. (23-10-2019)
7. Marketing Channels, Retailing and Wholesaling. (30-10-2019)
8. Advertising with Public Relations and Personal Selling with Sales Promotion. (6-11-2019)
9. E-Marketing and Mobile Marketing. (13-11-2019)
10. Creating Competitive Advantage. (20-11-2019)
11. The Global Marketplace. (27-11-2019)
12. Sustainable Marketing. (4-12-2019)
13. Examination. (11-12-2019)
14. Case Studies in the Modern Marketing- part1. (18-12-2019)
15. Case Studies in the Modern Marketing- part2. (25-12-2019)

- The first source is Philip Kotler, and Gary Armstrong, Principles of Marketing, 17<sup>th</sup> Ed., New York: Pearson, 2018.
- The second source is foreign articles on each topic to be identified during the lesson.
- The third source is all the books, research and periodicals available in the marketing Management that are related to the above topics.

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*Wednesday 18-9-2019*

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