

Module Title:	Marketing Management
Module ID:	BA 241
Prerequisite:	None
Level:	BA 101
Credit Hours:	3 (3+0+1)

Module Description:

Cares about the decision to clarify the principles of marketing modern concepts of marketing and focus on scientific principles and techniques of marketing assets and each component of the marketing mix elements.

Module Aims:

Skill Development put the marketing strategies that can be productive and service organizations to be used to meet the challenges and the possibility of proliferation and growth in domestic and international market.

Learning Outcomes:

By the end of this course, student will successfully be able to:

- Illustrates the role of marketing management marketing various institutions.
- Determines the foundations of market segmentation and the dimensions of the process of assessing demand in the target markets.
- Describes the components of the external environment is an accurate and comprehensive.
- Differentiate between different strategies for the development of target markets and determine the appropriate strategies.
- Determines the marketing mix elements at the international level.

Textbook:

Principles of Marketing. D. Hanna breeze, Dar Mars for publication