

“Marketing Management” Syllabus (2018)

Instructor Information

Instructor Navid Mollaee, MBA, PhD.	Website www.navidmollaee.com	Duration 24 Hours
Email * info@navidmollaee.com	Telegram +98-9373450020	WhatsApp +98-9119113467

* E-mail is my preferred method of contact. You could expect that I will reply to your e-mails within 24-48 hours. If your correspondence falls over the weekend or some unforeseen circumstance it may be longer.

General Information

Description

Marketing is the core of an operating business. It is the art and science of creating customer value and market place exchanges that benefit the organization and its stakeholders. People often confuse marketing with advertising and sales. In this course you will learn about the "real" nature and scope of marketing management of which advertising and sales are simply two facets.

Many of the theories covered in courses such as Principles of Marketing, Consumer Behavior, Organizational Behavior, and Customer Relationship Management (CRM) will be referenced. It is my hope that by the end of this course you will have gained confidence with marketing tactics. Even if you have no plans to enter a career in marketing, you will find the skills from this class useful in many areas of your personal and professional life.

Expectations and Goals

The course is designed to serve as an introduction to the theory and practice of marketing. We will explore the theory and applications of marketing concepts through a mix of cases, discussions, lectures, individual assignments, and group projects. As much as possible I will try to involve you in the course material by asking for your opinions and comments on topics as they are covered in class. As we cover different aspects of marketing management, you will probably notice examples in the world around you. I encourage you to keep up with the class and to comment and contribute in class.

The goals are to;

- 1) Understand the best practices in marketing products and services, and promoting brands,
- 2) Formulate pricing strategies for products and services,
- 3) Analyze advertising, sales promotion, and public relations,
- 4) Integrate marketing communications and direct marketing.

That finally is summarized to: LEARN HOW TO MARKET!

Recommended books for further learning

- Philip Kotler & Kevin Keller, *Framework for Marketing Management*, 6th Edition, Pearson (2016)
- Omer Artun & Dominique Levin, *Predictive Marketing: Easy Ways Every Marketer Can Use Customer Analytics and Big Data Analytics Delivers Extraordinary Sales Results*, Wiley (2015)
- Roger Kerin & Steven Hartley, *Marketing*, 13th Edition, McGraw-Hill (2017)

Course Schedule

The course outline will be divided into 8 sessions, covering 24 contact hours.

Sessions	Topic	Quiz
1 st session	Introduction to Marketing + Product/Service	---
2 nd session	Pricing in Marketing	---
3 rd session	Place and Logistic	Quiz #1
4 th session	Promotion and Personal Selling	---
5 th session	Marketing Research	---
6 th session	Marketing in different Cultures and Environments	---
7 th session	Sales and marketing Communication Tricks	Quiz #2
8 th session	Reviews on Researches and Findings	---

Course Requirements

1. Attendance and Class Participation

This is an applied course for which attendance and participation are mandatory. Candidates who miss more than two classes will be asked to repeat the course. If you are ill or have an emergency, please notify the instructor before class, when possible. Candidates will be expected to conduct themselves in class just as they would in a business meeting. That means that you are not to be late. Repeated tardiness will also impact your grade.

2. Quiz

Your grade for this course will be determined by your overall (additive) performance in the course. The final grade will be calculated by adding your contribution in class, two quiz scores, and your final exam score (as presented in the following table). The quizzes and tests are not easy. I suggest you study for them and prepare (to understand the concepts, definitions, examples and illustrations). The quiz may have some multiple-choice questions, with a maximum time limit of 20 minutes. You will be able to see your quiz grade next week.

3. Final Exam

There will be a final examination. The examination may contain any combination of multiple choice, short answer, or descriptive questions. The exam is not open-book or open-notes. The final examination will cover material presented throughout the course. To be fair to all candidates, grade changes or additional extra credit opportunities will not be considered. There will be no exceptions.

Grades & Assessment

Grades and assessments will be calculated as follows:

Criteria	Marks
Class Contribution	20
Quiz	20
Final	60
Total	100

Assessment:	Grade
Excellent	90 - 100
Very good	75 - 89
Good	60 - 74
Insufficient	0 - 59