

Field: Commercial sciences

Major: Commercial sciences

Teacher: Kamilia Izzrech

Module: Marketing

Class: 2nd Year Undergraduate degree (Bachelor)

Semester: 4th Semester

Syllabus (Course Outline)

	COURSE TITLE	COURSE CONTENTS
COURSE 1	MARKETING BASIC CONCEPTS	<ol style="list-style-type: none"> 1. Definition of marketing 2. Evolution of marketing 3. Marketing importance 4. Marketing mix 5. Marketing management 6. Marketing issues (ethics/social responsibility)
COURSE 2	MARKETING ENVIRONMENT	<ol style="list-style-type: none"> 1- Concept and importance of marketing environment 2- Company's micro-environment 3- Company's macro-environment
COURSE 3	CONSUMER/BUYER BEHAVIOR	<ol style="list-style-type: none"> 1- Definition of consumer behavior 2- Types of consumers 3- Models of consumer behavior 4- Characteristics affecting consumer behavior 5- Consumer decision process/buyer decision
		6- Case of new products
		7- Consumer behavior across international borders
COURSE 4	MARKET INFORMATION SYSTEM	<ol style="list-style-type: none"> 1- Concept of MIS 2- MIS components 3- Marketing Research
COURSE 5	MARKET SEGMENTATION	<ol style="list-style-type: none"> 1- Concept an importance 2- Variables of segmentation 3- Segmentation stages <ul style="list-style-type: none"> • Evaluating • Targeting • Positioning
COURSE 6	MARKETING MIX: PRODUCT	<ol style="list-style-type: none"> 1- Definition of "product" and its types 2- Product line and product mix 3- Diversification, simplification and differentiation 4- Branding and labeling 5- Packaging 6- Warranty and service
		<ol style="list-style-type: none"> 7- Developing new products <ul style="list-style-type: none"> • Concept of new product • Importance of new product

		<ul style="list-style-type: none"> Product life cycle (PLC)
		8- Service, Organization and Idea 9- Marketing of services
COURSE 7	MARKETING MIX: PRICE	1- Definition of price and pricing 2- Importance of price 3- Pricing objectives 4- Pricing methods 5- Pricing of a new product 6- Modifying prices 7- Psychological prices
COURSE 8	MARKETING MIX: PROMOTION	1- Concept and basic elements 2- Objectives of promotion 3- Promotion mix 4- Strategies-policies
		5- Advertising 6- Personal selling 7- Electronic advertising
COURSE 9	MARKETING MIX: (PLACE) DISTRIBUTION	1- Concept and importance 2- Distribution channels 3- Distribution strategies
COURSE 10	MARKETING MANAGEMENT	1- Planning 2- Marketing decision making 3- Organizing marketing 4- Controlling
COURSE 11	CONTEMPORARY TRENDS IN MARKETING	1- E-marketing 2- Internal marketing 3- Relationship marketing +CRM 4- Green marketing 5- Strategic marketing
COURSE 12		

References

<https://www.youtube.com/watch?v=ghFwpoH71NM>

https://www.youtube.com/watch?v=Ijfo0UOe5I4&list=PLByMooBE3Mif9_X7UNOX2LAjqTpzc1NbB

<https://courses.lumenlearning.com/suny-hccc-marketing/chapter/powerpoints/>

J. F Soutenain, P.Farcet (2006) Organisation et gestion de l'entreprise, Collection LMD & Professionnel, Manuel de cours et questions corrigées, BERTI EDITIONS, FOUCHER, Paris.