



## Applied College Marketing Diploma Program

### Level 1

<b>Course title</b>	English Language (1)
<b>Course code</b>	ENG 101
<b>Credit hours</b>	3
<b>Medium of instruction</b>	English
<b>Course specification</b>	English Language (1) ENG 101 is taught at the first level for 3 credit hours.

<b>Course title</b>	Computer applications in business
<b>Course code</b>	OMP 100
<b>Credit hours</b>	3
<b>Medium of instruction</b>	English
<b>Course specification</b>	This course Computer application in business (OMP100) taught in First Level of first Year; has 3 credit Hours. This course covers the fundamentals of computer and computer nomenclature, particularly for personal computer hardware and software used in today's business environment. Students will survey and use business applications programs utilizing pre-written programs that include word processing, spreadsheets, databases, presentation graphics and web browsers. Students completing the course will have a solid understanding of computer concepts, how to use computers in today's business world, and how to access information on the World Wide Web.



<b>Course title</b>	Principles of Management
<b>Course cod</b>	OMP 130
<b>Credit hours</b>	3
<b>Medium of instruction</b>	Arabic
<b>Course specification</b>	Principle of Management (OMP130) taught in First Level of first Year; has 3credit Hours. This course covers The basic concept of management and its different levels and the most important theories that explained the development of management thought, the functions of management through a basic understanding of planning, organizing, , directing and controlling. This course will study different types of organizational functions.

<b>Course title</b>	Principles of marketing
<b>Course code</b>	MAP 100
<b>Credit hours</b>	3
<b>Medium of instruction</b>	English
<b>Course specification</b>	Principles of Marketing (MAP100) taught in the first level, first year. It has four credit hours, which covers the basic concepts of marketing and perspectives of the functions, institutions, methods, and problems of marketing goods and services through traditional paths as well as, through e-business.

<b>Course title</b>	Administrative Communications
<b>Course code</b>	OMP 103
<b>Credit hours</b>	3
<b>Medium of instruction</b>	Arabic
<b>Course specification</b>	Administrative Communications course (OMP103) has 3 credit hours presents an overview of business communications, including international considerations, and focuses on constructing, formatting and proofreading good news, bad news, and persuasive business messages as well as business reports and proposals. Additionally, the course familiarizes Students with some of the job interviewing



	techniques and enable them to prepare an effective employment package consisting of resumes and application letters.
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<b>Course title</b>	Principles of Statistics
<b>Course code</b>	ACP 101
<b>Credit hours</b>	3
<b>Medium of instruction</b>	Arabic
<b>Course specification</b>	<p>Principle of Statistics (ACP 101) taught in First Level of first Year; has 3 credit Hours</p> <p>This course presents basic statistical concepts and methods commonly used to make data-based decisions in business applications. Definition and branches of Statistics, Types of Data, Data Collection and Sampling Techniques and Methods, Presenting data in graphs and tables, Measures of central tendency, Measures of dispersion, and introduction to probability in addition to linear regression.</p> <p>We teach the course from an applied perspective and include a software-use component to enable students to gain hands-on experience with conducting statistical analysis using spreadsheets &amp; statistical software.</p>

## Level 2:

<b>Course title</b>	English Language (2)
<b>Course code</b>	ENG 102
<b>Credit hours</b>	3
<b>Medium of instruction</b>	English
<b>Course specification</b>	English Language (2) ENG 102 is taught at the second level of first year for 3 credit hours.

<b>Course title</b>	Principle of Arabic Composition
<b>Course code</b>	OMP 104
<b>Credit hours</b>	3
<b>Medium of instruction</b>	Arabic



<b>Course specification</b>	The course “Fundamentals of Writing in the Arabic Language” teaches 104 books in the second level of the first year of the Marketing, for 3 credit hours. In this course, the student studies sentence structures, a group of common linguistic errors and their correction, and functional writing of its various types, and applies the previous skills to selected literary texts. And analyze it.
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<b>Course title</b>	Marketing Strategies
<b>Course code</b>	MAP 103
<b>Credit hours</b>	3
<b>Medium of instruction</b>	English
<b>Course specification</b>	Marketing strategies course (MAP103 ) has 4 credit hours, covers all the concepts and tools need to develop a marketing strategy. Begin by understanding consumers and the market research, positioning, the marketing mix, and campaign planning.

<b>Course title</b>	Principle of Selling
<b>Course code</b>	MAP 120
<b>Credit hours</b>	3
<b>Medium of instruction</b>	English
<b>Course specification</b>	Principle of Selling (MAP120) taught in First Level; has 3 credit Hours Course topics include the selling process, the buying process, creating value in buyer-seller relationships, prospecting, sales call planning, communicating the message, negotiating for win-win solutions, closing the sale, as well as how to motivate, compensate and train salespeople.

<b>Course title</b>	Electronic Marketing
<b>Course code</b>	MAP 110
<b>Credit hours</b>	3
<b>Medium of instruction</b>	English
<b>Course specification</b>	This course Electronic Marketing (MAP110) focuses on the concept and objectives of e-marketing and its applications, and the use of the



<b>Course specification</b>	Internet and other technologies as tools for effective marketing. Students will learn how these technologies affect the marketing environment and consumers.
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<b>Course title</b>	Consumer Behavior
<b>Course code</b>	MAP 130
<b>Credit hours</b>	3
<b>Medium of instruction</b>	Arabic
<b>Course specification</b>	This course Consumer Behavior(MAP130) taught in Level 2, First Year, 4 credit hours introduce students to the basic concepts of consumer behavior, retail tools and replacement commodity. It also focuses on studying the needs and motivations of the consumer, his learning methods and the characteristics of his administrations. In addition to shedding light on the personality and trends of the consumer and the role of reference groups family, cultural and social factors and environmental conditions in determining their perceived behavior

### Exit Point

<b>Course title</b>	Cooperative Training
<b>Course code</b>	MAP 190
<b>Credit hours</b>	6
<b>Medium of instruction</b>	English
<b>Course specification</b>	This course is taught after finishing the first year for students who want to graduate with Associate diploma.

### Level 3

<b>Course title</b>	Marketing Terminology in English Language
<b>Course code</b>	MAP 202
<b>Credit hours</b>	3
<b>Medium of instruction</b>	English



<b>Course specification</b>	This course is aimed at college-level students in the field of marketing. It focuses particularly on the relevant terminology and communication skills needed to work efficiently in marketing using English language. It also enhances students' skills in reading, listening, and speaking.
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<b>Course title</b>	Marketing channel Management
<b>Course code</b>	MAP 221
<b>Credit hours</b>	3
<b>Medium of instruction</b>	Arabic
<b>Course specification</b>	. The course Marketing channel Management (MAP221) taught in Third Level –second year presents an integrated approach to distribution strategy and retail channel management. It addresses analytic, strategic and managerial aspects of distribution (the creation of product and service availability through marketing channels) and retail marketing (the management and marketing assortments of merchandise for direct sale to the consumer). Typically, topics include: marketing channel structure and functions, the retailing industry, channel design, channel structure, distribution intensity, retail product selection, , retail buying, retailer's own brands, channel integration, wholesaling, strategic alliances in distribution, international retailing, non-store retailing, electronic retailing and electronic distribution channels

<b>Course title</b>	Marketing information systems
<b>Course code</b>	MAP 211
<b>Credit hours</b>	3
<b>Medium of instruction</b>	Arabic
<b>Course specification</b>	The course Marketing Information Systems is taught at the third level. The course deals with the definition of marketing information systems. And its components and requirements for the marketing information system. And the



	<p>components of marketing information systems. Concepts of analysis and design for marketing information systems. The role of marketing information systems in strategic planning, its role in making marketing decisions, and the use of information technology to obtain marketing information. Introducing the student to marketing decision support systems.</p>
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<b>Course title</b>	Marketing ethics
<b>Course code</b>	MAP 231
<b>Credit hours</b>	3
<b>Medium of instruction</b>	Arabic
<b>Course specification</b>	<p>The course Marketing channel Management (MAP221) taught in Third Level –second year presents an integrated approach to distribution strategy and retail channel management. It addresses analytic, strategic and managerial aspects of distribution (the creation of product and service availability through marketing channels) and retail marketing (the management and marketing assortments of merchandise for direct sale to the consumer). Typically, topics include: marketing channel structure and functions, the retailing industry, channel design, channel structure, distribution intensity, retail product selection, , retail buying, retailer’s own brands, channel integration, wholesaling, strategic alliances in distribution, international retailing, non-store retailing, electronic retailing and electronic distribution channels</p>

<b>Course title</b>	Market Research
<b>Course code</b>	MAP 201
<b>Credit hours</b>	3
<b>Medium of instruction</b>	Arabic
<b>Course specification</b>	<p>The market Research (MAP 201) course is taught in the fifth level, second year this course helps students understand the nature, scope, complexities and process of defining a business</p>



	and research question. The learning focus is on developing business research skills, so as to facilitate managerial decision making. The course aims to equip students with the key concepts and methods of marketing research, and allow student to understand how to apply those tools to solve real-life business problems
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<b>Course title</b>	Advertising & Promotion
<b>Course code</b>	MAP 251
<b>Credit hours</b>	3
<b>Medium of instruction</b>	Arabic
<b>Course specification</b>	communications, consumer and legal viewpoints. Emphasis on media selection, sales promotion and creative development of advertising. This course will address traditional and electronic advertising.

<b>Course title</b>	Marketing Services
<b>Course code</b>	MAP 240
<b>Credit hours</b>	3
<b>Medium of instruction</b>	English
<b>Course specification</b>	The Service Marketing (MAP 240) course is taught in the third level, The course is designed to develop an understanding of the 'state of the art' of service management thinking by learning skills of marketing of services, to understand the importance and role of services in the total marketing concept and to have an understanding about the conceptual issues in service marketing. Participants get an in-depth understanding of the unique challenges inherent in managing and delivering quality services.

<b>Course title</b>	Internal Marketing
<b>Course code</b>	MAP 241
<b>Credit hours</b>	3
<b>Medium of instruction</b>	Arabic





<b>Course specification</b>	<p><b>Internal Marketing (MAP 241) taught in fifth Level</b></p> <p>3 credit Hours This course covers the basic concepts of Internal Marketing (IM). The role of Internal Marketing is as a cross -functional tool in organizations. It explains the important role that IM plays in various applications as : A framework for Empowering Employees, Total Quality Management (TQM) , Innovation, Knowledge management, and learning. Finally the course discusses Internal marketing success factors and obstacles.</p>
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<b>Course title</b>	Brand Management
<b>Course code</b>	MAP 242
<b>Credit hours</b>	3
<b>Medium of instruction</b>	Arabic
<b>Course specification</b>	<p>The Brand Management course (MAP 242) is taught at the Third level-second year. This course helps students learn the basics of product and brand management. The goal of product management is to make students aware of product levels, product strategy, product development, making product decisions, understanding the product life cycle, and the responsibilities associated with the product manager. Brand Management also provides an understanding of issues in building and maintaining brands, brand positioning, strategic brand management, brand portfolio strategies, brand planning and equity.</p>

## Level 4

<b>Course title</b>	Cooperative Training
<b>Course code</b>	MAP 290
<b>Credit hours</b>	6
<b>Medium of instruction</b>	English
<b>Course specification</b>	<p>This course is taught at the fourth level for 6 credit hours.</p>

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