

H-Form ISE 417

Course Information:	
Code and Title:	ISE 417 Marketing Management and research
Prerequisites:	ISE 322
Co requisite (if any)	ISE 406
Credit Hours: 3	Lecture Hrs. (45), Tutorial Hrs. (15), Lab (0) Total Credits (60)
College/ Department:	College of Engineering/Industrial and Systems Engineering

Course Description:
<p>The course provides students with a comprehensive introduction to the fundamental principles of marketing management. It covers key topics such as marketing planning and management, the analysis of consumer and business markets, and the importance of conducting marketing research. Emphasis is placed on developing a viable market strategy, including the identification of market segments and target customers, as well as the crafting of a customer value proposition and positioning. Additionally, the course delves into the crucial aspects of designing and managing products and services, building strong brands, and effectively managing pricing and sales promotions. With a focus on contemporary trends, the curriculum also explores the intricacies of designing an integrated marketing campaign in the digital age. Through these diverse components, students gain a well-rounded understanding of marketing management, equipping them with the knowledge and skills necessary for success in the dynamic field of marketing.</p>

Course Objectives:
<p>The course's main objectives are to provide students with a foundational understanding of marketing management principles. This includes covering essential topics such as marketing planning, consumer and business market analysis, and the significance of marketing research. The course aims to emphasize the development of a viable market strategy, with a focus on identifying market segments and target customers, as well as crafting a compelling customer value proposition and effective positioning in the market. Furthermore, the course seeks to explore critical elements related to the design and management of products and services, the establishment of strong brands, and the adept management of pricing and sales promotions. By addressing contemporary trends, the curriculum aims to unravel the complexities of designing integrated marketing campaigns in the digital age. The overarching goal is to equip students with a comprehensive and well-rounded understanding of marketing management, ensuring they acquire the knowledge and skills essential for success in the ever-evolving field of marketing.</p>

Course Learning Outcomes		
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Knowledge Understanding		
1.1	Recognize the scope of decisions involved in strategic marketing management and research	K3
1.2	Explain an Integrated Marketing Campaign in the Digital Age	K4
Skills		
2.1	Develop an effective strategic marketing plan	S3
	Design product and services values to build strong brands	S4
	Manage Pricing and Sales' Promotions	S4
Values		
3.1	Interact effectively on a team whose members together	V1

Textbook:	
Title:	Marketing Management
Author(s):	Kotler and Keller,



Publisher:	Pearson Education Limited,	Year and Edition:	16 th , 2022
Other Useful Resources:	A Framework for Marketing Management, Kotler and Keller, Pearson Prentice Hall, 2015, 6th edition		