

**DEPARTMENT OF INDUSTRIAL ENGINEERING
COURSE SYLLABUS**

<i>COURSE TITLE</i>	<i>ENGLISH CODE/NO</i>	<i>ARABIC CODE/N O.</i>	<i>CREDITS</i>			
			<i>Th.</i>	<i>Pr.</i>	<i>Tr.</i>	<i>Total</i>
Marketing Management and Research	IE 450	حص ٤٥٠	3	1	-	3
<i>Pre-requisites:</i>	IE 351					
<i>Course Role in Curriculum</i>	<i>Required or Elective:</i>		Elective			
<i>Catalogue Description:</i> Study of marketing theory. Methods of marketing. Interrelationship of the different phases of marketing strategies. Consumer decision processes through behavioral sciences. Theories and techniques of planning, analyzing and presenting market studies. Methodologies of marketing research with emphasis on primary research including questionnaire design						

Textbooks:

PRINCIPLES OF MARKETING, 13th Ed, Philip Kotler and Gary Armstrong, (2010), Pearson, ISBN: 978-0-13-700669-4

References:

- **Marketing Management**, 9th Ed., J. Paul Peter and James H. Donnelly, Jr., (2009), McGraw Hill, ISBN: 978-0-07-128076-1.
- Class notes / handout material provided by instructor
- Web-page <http://elearning.alhaque.com> Username and password on registration and authenticity

Supplemental Materials:

Course Learning Outcomes:

By the completion of the course the student should be able to:

1. Define, describe and demonstrate method of marketing.
2. Compare and contrast different phases of marketing strategies.
3. Identify the customer decision process.
4. Identify and analyze the techniques of planning, analyzing and presenting market studies.
5. Compare and contrast different methodologies of market research.

<u>Topics to be Covered:</u>		<u>Duration in Weeks</u>
1	Marketing: Creating and capturing Customer Values	1.5
2	Company and Marketing Strategy	1.5
3	Analyzing the Marketing Environments	1.5
4	Managing Marketing Information to Gain Customer Insight	1.5
5	Consumer Markets and Consumer Behavior	1.5
6	Customer Driven Marketing	1.5
7	Pricing Understanding and capturing values	1.5
8	8.Pricing Strategies	1.5
9	Marketing Plan	3

Student Outcomes addressed by the course: (Put a ✓ sign)

(a)	an ability to apply knowledge of mathematics, science, and engineering	✓
(b)	an ability to design and conduct experiments, as well as to analyze and interpret data	
(c)	an ability to design a system, component, or process to meet desired needs within realistic constraints such as economic, environmental, social, political, ethical, health and safety, manufacturability, and sustainability	
(d)	an ability to function on multidisciplinary teams	✓
(e)	an ability to identify, formulate, and solve engineering problems	✓
(f)	an understanding of professional and ethical responsibility	✓
(g)	an ability to communicate effectively	✓
(h)	the broad education necessary to understand the impact of engineering solutions in a global, economic, environmental, and societal context	
(i)	a recognition of the need for, and an ability to engage in life-long learning	✓
(j)	a knowledge of contemporary issues	✓
(k)	an ability to use the techniques, skills, and modern engineering tools necessary for engineering practice.	

Key Student Outcomes assessed in the course: () and ()

Instructor or course coordinator: Dr Muhammad Ehsan Ulhaque

Last updated: Sep. 2014