SYLLABUS

Principles of Marketing
MKTG 302
(FALL Semester 2012)
THE AMERICAN UNIVERSITY IN CAIRO
School of Business
Department of Management

Instructors’ Names: Dr. Dina H. Bassiouni
Office Number: BEC 2065
Office Hours: UW 12:30-2:00 & by appointment
Ext. number: 3374
E-mail Address: dbassiouni@aucegypt.edu
Course Prerequisites: no required pre-requisites
Classroom: Hatem C116
Class Time: UW 2:00–3:15

Vision of the School of Business
The School of Business sees itself becoming globally recognized as the leading business school connecting the region and the world.

Mission of the School of Business
The School of Business strives to create an environment that fosters the development of principled and innovative business leaders and entrepreneurs who can make a difference.

Mission of the Department of Management
Our mission is to develop business leaders who are dedicated to the betterment of society by providing a high quality business education to top caliber students from all segments of Egyptian society as well as from other countries while focusing on continuous improvement and a commitment to excellence in learning, intellectual contributions and service.

In support of this mission the department:

• Provides a high quality contemporary-style business education that blends a global perspective with national cultures and is relevant to the business needs of Egypt and the region.
• Provides programs that encourage the development of an entrepreneurial spirit that emphasizes creativity, innovation, individual initiative and teamwork
• Provides a learning environment that fosters faculty/student communication and promotes lifelong learning and career development
• Encourages faculty development activities that improve teaching, maintain competence and that keep faculty current with ideas and concepts in their field.
• Seeks to develop a portfolio of intellectual contributions to learning and pedagogy, to practice, and to the theory and knowledge base of the disciplines.

Course Outline and Course objectives

• To understand the role of marketing in businesses and not-for-profit organizations and its importance for individuals within a society.
• To learn how marketing interfaces with domestic and global environments.
To understand how organizations plan and develop marketing mix strategies while focusing on quality initiatives, ethical behavior and social responsibility.

To understand consumer and organizational buyer behavior for identifying market opportunities, segmenting and targeting markets, and developing positioning strategies.

**Competency Coverage**

In addition to the specific objectives of the course, the material & activities have been selected to aid students in their progress toward achieving the following learning goals:

1- **Ethics**: Each student will be able to define and describe ethical issues, cultural diversity and the need for socially responsible attitudes.

2- **Integrating Business Disciplines**: Each Student will be able to describe the functional areas of business as well as the internal and external environments with a special focus on the unique environment of Egyptian business, and be able to integrate this knowledge when assessing business situations.

3- **Communication**: Each student will be able to effectively communicate orally and in writing.

4- **Problem Solving**: Each student will be able demonstrate knowledge and problem-solving skills in addressing real-world business situations.

**Teaching Method:**

This course is taught through continuous interactions and class discussions. Students are encouraged to participate in class and share their knowledge/experiences. A practical approach using real life examples and case studies is utilized, and students are encouraged to critically analyze the topics and problems.

**Course Guidelines:**

- Mobile phones must be on the silent mode and not visible.
- Exam questions are not limited to the material presented in the textbook. Many questions will be drawn from class discussions, exercises, and handouts.
- There are two group assignments that help students apply course material on practical cases.
- Project guidelines are detailed in the last page of the syllabus.

**Text and Other Reading Materials**

  Or

**Grading System**

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Attendance &amp; Participation</td>
<td>10%</td>
</tr>
<tr>
<td>Midterm Exam 1</td>
<td>25%</td>
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<tr>
<td>Midterm Exam 2</td>
<td>25%</td>
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<tr>
<td>Group Project</td>
<td>40%</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>75%</strong></td>
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</table>

(2Progress Reports 10%; Final Presentation 15% & Final Report 15%)

**Grading Scale**

\[ A=93+; \ A-=90-92; \ B+=87-89; \ B=84-86; \ B-=80-83; \ C+=77-79; \ C=74-76; \ C-=70-73; \\
D+=65-69; \ D=60-64; \ F=<60 \]
**Attendance**

As stated in the university catalogue, “students are expected to attend class; there is no system of permitted absences.” Students may not normally receive credit for a course if more than three weeks of classes (or their equivalent in summer school) are missed. Students are also expected to be very punctual. For a complete explanation of AUC’s attendance policy, please the AUC 2012/2013 Catalogue.

**Exams**

- Exams include MCQ’s, TF’s & Short-Answer questions & problems.
- Exam questions are not limited to the material presented in the textbook. Many questions will be drawn from class discussions, exercises, and handouts.

**Group Project Description**

The main purpose of the project is to learn how to conduct a real life Marketing Plan. The group should consist of 4-6 members. Each group is to select an organization in Egypt in which the marketing analysis is to be studied. Your product may be real or imaginary. Your project should demonstrate the tools learned throughout the course.

**Group Project Deliverables**

1. A Brief Project Proposal (1-2 double-spaced pages) which includes the following:
   a. Names of Group Members
   b. Company & Product Selected

2. Progress Report 1 (5-8 double-spaced pages), covering the following:
   a. Company, Product & Brand Overview
   b. Industry & Competitive Analysis
      i. Macroenvironment Analysis
      ii. Microenvironment Analysis
   c. Market Segmentation and Target Market Selection
   d. Proposed Research Methodology (Interviews, Survey…)
   e. Draft Survey

3. Progress Report 2 (7-10 double-spaced pages), covering the following:
   a. Sampling Results
   b. Consumer Analysis (Research Results)
   c. SWOT analysis
   d. Problem Identification
   e. Positioning Strategy
   f. Marketing Objectives (SMART)

4. Final Report (No limit!) covering the following:
   a. Executive Summary
   b. Updated Progress Reports
   c. Marketing Mix Strategies
      i. Product Positioning and Brand Strategies
      ii. Pricing Strategies
      iii. Distribution Management
      iv. Integrated Marketing Communications-IMC
   d. Detailed Implementation Plan, Timeline & Budgeting
   e. Evaluation and Control Strategies
   f. References (questionnaire, charts, tables, graphs ..etc)

5. Final Presentation (20 minutes + Questions)
**Tips for Good Final Report**

- There is no limit for the length of the report as long as you thoroughly cover all the points. I am interested in quality not quantity.
- You should offer creative suggestions for developing the marketing mix strategies.
- Be sure to justify your recommendations on the basis of all the information you have regarding how consumers behave towards your product/service.
- Make sure to cite any reference sources you use. Remember that you cannot do a scholarly research based only on the textbook and the company’s website.
- Make sure your paper is well organized. I advise using sub-headings; they greatly help the reader. Poor grammar and typographical errors are unprofessional and unacceptable.

**Tips for Good Final Presentation**

- Part of the evaluative criteria for your presentation will be timing yourself.
- Keep eye contacts and present confidently.
- Choose the most important points for presentation (i.e. the ones that would count more in your evaluation). Be precise and focused and avoid too much talk in irrelevant issues.

**The University Academic Integrity Policy**

All students are expected to agree to and comply with the University Academic Integrity Policy which states

> “Valuing the concepts of academic integrity and independent effort, the American University in Cairo expects from its students the highest standards of scholarly conduct. The University community asserts that the reputation of the institution depends on the integrity of both faculty and students in their academic pursuits, and that it is their joint responsibility to promote an atmosphere conducive to such standards.”

Detailed information about the University Academic Integrity Policy may be found in the University Catalog and on the University Web site.

**GOOD LUCK TO YOU ALL!**
## Course Schedule

Tentative Schedule is subject to changes that will be announced

<table>
<thead>
<tr>
<th>Day</th>
<th>Date</th>
<th>Topics to be covered</th>
<th>Assignments</th>
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<tbody>
<tr>
<td>W</td>
<td>05-Sep</td>
<td>Chapter 1: Marketing: Creating and Capturing Customer Value</td>
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<td>U</td>
<td>09-Sep</td>
<td>Project Proposal</td>
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<td>W</td>
<td>12-Sep</td>
<td>Chapter 2: Company and Marketing Strategy: Partnering to Build Customer Relationships</td>
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<td>U</td>
<td>16-Sep</td>
<td>Chapter 3: Analyzing the Marketing Environment (Micro &amp; Macro-environment)</td>
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<td>W</td>
<td>19-Sep</td>
<td>Chapter 4: Market Research</td>
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<td>23-Sep</td>
<td>Project Report 1</td>
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<td>W</td>
<td>26-Sep</td>
<td>Chapter 5: Consumer Buyer Behaviour</td>
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<td>30-Sep</td>
<td>Project Report 1</td>
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<td>W</td>
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<td>Chapter 7: Customer-Driven marketing Strategy: Creating Value for Target Customers</td>
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<td>W</td>
<td>10-Oct</td>
<td>Chapter 18: Creating Competitive Advantage</td>
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<td>14-Oct</td>
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<td>W</td>
<td>17-Oct</td>
<td>Revision</td>
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<td>U</td>
<td>21-Oct</td>
<td>Midterm Exam 1 (Including Chapters: 1, 2, 3, 4, 5, 7, 18)</td>
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<td>W</td>
<td>24-Oct</td>
<td>Chapter 8-9: Product Strategies</td>
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<td>W</td>
<td>31-Oct</td>
<td>Project Report 2</td>
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<td>W</td>
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<td>Chapter 10-11: Pricing Strategies</td>
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<td>W</td>
<td>14-Nov</td>
<td>Chapter 12: Place &amp; Distribution</td>
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<td>U</td>
<td>18-Nov</td>
<td>Chapter 14, 15 &amp; 16: Promotion, Advertising Strategies and IMC</td>
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<td>W</td>
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<td>Project Discussion</td>
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<td>02-Dec</td>
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<td>W</td>
<td>05-Dec</td>
<td>Final Exam (8-9, 10-11, 12, 14-16)</td>
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