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
Management of the marketing communication mix of an enterprise, the integrated communications tools such as personal selling, public relations, sales promotions, internet and on-line promotions and brand/corporate image building are among the major topics discussed.

Students learn to integrate the various elements of integrated marketing communications and the development of an Integrated Marketing Communications Plan.

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

1. Communication: Each student will be able to effectively communicate orally and in writing through the assigned tasks and responsibilities.
2. Problem Solving: Each student will be able demonstrate knowledge and problem-solving skills during cases discussions.
3. Ethics: Each student will be able to define and describe ethical issues in marketing research implementation and the need for socially responsible attitudes.
4. Critical Thinking: Each student will be able to develop his/her critical thinking by thinking outside the box of a Set-in exam.
5. Communication & Team Working: Through the process of developing assigned group project, students will be able to develop a team spirit and team work.

Teaching Method:
1. Lectures
2. Cases Studies
3. Peers Learning
4. Computer Simulation Learning (Markstrat)
5. Teams’ & Individuals Power Point Presentations

Course Guidelines:
1. Students are to read the class assignment and the chapter assigned for discussion beforehand to be able to actively participate in class discussion.
2. Review the guidelines for effective presentation and group projects/papers development.
3. Maximum class participation is expected and encouraged.

Required Textbooks
Grading:

Cases (Best 2 out of 3) 40%
Course Examination 20%
Article Analysis Presentation (Individuals) 10%
Computer Simulation Program 10%
Markstra Results Teams Presentation 10%
Class Attendance & Participation* 10%

________________________________________
Total 100%
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Attendance

As stated in the university catalog, “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 when attending classes. For a complete explanation of AUC’s attendance policy, please the AUC 2010/2011 Catalog.

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 www.aucegypt.edu
# MKTG 530 Class Schedule Fall 2012

<table>
<thead>
<tr>
<th>Date</th>
<th>Session Content</th>
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</thead>
<tbody>
<tr>
<td>September 2nd</td>
<td>Course Objectives and Course Main Theme Introduction Marketing Strategy &amp; Strategic Marketing Lecture</td>
</tr>
<tr>
<td>September 9th</td>
<td>Marstrat Simulation Software discussion</td>
</tr>
<tr>
<td>September 16th</td>
<td>Marstrat Simulation Software discussion</td>
</tr>
<tr>
<td>September 23rd</td>
<td>Corporate Appraisal &amp; Understanding Competition</td>
</tr>
<tr>
<td>September 30th</td>
<td>Case 1 Discussion &amp; Submission The Lipitor Case Articles Analysis Presentations</td>
</tr>
<tr>
<td>October 7th</td>
<td>Focusing on the Customer &amp; Scanning the Environment</td>
</tr>
<tr>
<td>October 14th</td>
<td>Developing Marketing Objectives &amp; Goals</td>
</tr>
<tr>
<td>October 21st</td>
<td>Portfolio Analysis &amp; Strategic Tools</td>
</tr>
<tr>
<td>October 28th</td>
<td>Eid Adha Holidays</td>
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<tr>
<td>November 4th</td>
<td>Case 2 Discussion &amp; Submission The Spainsko Case Articles Presentations Presentations</td>
</tr>
<tr>
<td>November 11th</td>
<td>Product Strategies &amp; Pricing Strategies</td>
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<tr>
<td>November 18th</td>
<td>Case 3 Discussion &amp; Submission The IKEA Case Promotion Strategies &amp; Distribution Strategies</td>
</tr>
<tr>
<td>November 25th</td>
<td>Article Analysis Presentations</td>
</tr>
<tr>
<td>December 2nd</td>
<td>Marstrat Results Teams Presentations</td>
</tr>
<tr>
<td>December 9th</td>
<td>Final Exam is an on-line In-Class Case Study (Open Book)</td>
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</tbody>
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The Case will be submitted to the Students On-line via email and on the BlackBoard 4 hours before the start of the Exam duration. Exam will take place on BEEC Lab at 6pm sharp.
Article Analysis Power-Point Presentation Guidelines

- An Article Analysis Presentation should include the following:
  1. Detailing the Core points raised in the article.
  2. The lessons learned from the article.

- The article should be an academic article. That is, the article should not be selected from an “over-the-counter/shelf” magazines such as Businessweek, Newsweek, Time Magazine and the likes.

- The breakdown of the grade assigned for the Report is as follows:
  1. The originality and the recency of the article selected. (30%)
  2. The covering of the core points in the article (35%)
  3. The lessons learned from the article (35%)

- Before developing your Article Analysis Power-Point Presentation Report, you should get the approval of the course instructor for your selected article in order to make sure that you are on the right track before you start to prepare your power point presentation.

- You are requested to submit your choices of the articles online to the email of Dr Ibrahim Hegazy hegazy@aucegypt.edu.
Name: __________________________________________________________

AUC ID#: _______________________________________________________

Company (if employed): ____________________________________________
Position: _________________________________________________________
Mobile: __________________________________________________________
E-mail Address: __________________________________________________

How many years @ the MBA/Graduate Program? _____________________

What Marketing Courses did you take until now?
________________________________________________________________
________________________________________________________________
________________________________________________________________
________________________________________________________________

Reasons for Taking the Course:
Concentration ( ) Elective ( )
Other ( ) please specify: ___________________________________________

Any Personal Message you want to convey to the Instructor at the beginning of the semester that he should consider?
( ) No. ( ) Yes, please state the message below.
________________________________________________________________
________________________________________________________________
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EXTREMELY IMPORTANT PLEASE NOTE:
TO HELP RECOGNIZE STUDENTS NAMES WITH FACES, PLEASE SUBMIT YOUR SPS WITH A COLOR PICTURE STAPLED AT THE TOP RIGHT CORNER OF THIS SHEET.