

## FIRST YEAR

### First Semester

No major/professional subjects being offered in First Semester

### Second Semester

MM 212

Consumer Behavior

This course introduces students to wheel of consumer analysis where it will be used as a powerful tool for organizing consumer behavior knowledge but also for understanding consumers and for guiding the development of successful marketing strategy. The course is divided into two sections: the first one is to provide the overview of the model and the second section discusses affect and cognition which refers to how consumers think and feel about various things such as product and brands.

## SECOND YEAR

### First Semester

MM 216

Integrated Marketing  
Communications

The objective of this course is to help students understand the principles and practices of marketing communications and to identify suitable tools to be used to relay effective messages to the target audience.

As the twenty-first century moves, the sales profession is going through unprecedented changes. The globalization of business has opened new markets and has changed the culture of competition. This course is designed to help the students of salesmanship and how to respond customer problems through the proper use of tools and knowledge in salesmanship.

Moreover, this course shows the basic and important tools in developing the selling skills required in becoming a successful salesperson. Finally, it will guide the students in formulating a strategy to be able to open, transact and conclude sales.

MM 211

Professional Salesmanship

The course introduces students to the nature and scope of product planning. The concept of product mix is discussed. The importance of product mix strategies and their impacts on product planning is also detailed. The strategies used in each stage of the product cycle are provided along with a discussion of product positioning and category management.

MM 311

Product Management

### Second Semester

MM 321	Pricing Strategy	<p>Pricing decisions are affected by economic, marketing, organizational, and psychological factors, and must be made within a prescribed legal framework. Each of these presents an interesting aspect of the pricing problem. The course focuses on how to make effective pricing decisions</p> <p>This course is designed to keep students' abreast of changes in the retail industry and give them exposure to the type of decisions facing traditional retail buyers, managers, and owners as well as electronic retailers. They will gain an understanding of retailing trends, technology in the industry, merchandise planning and management, pricing, location, promotional strategies, human resource management, store design and layout, customer service, and the international movement of retailers.</p>
MM 312	Retail Management	<p>This is a course in (distribution) logistics, which deals with the management of the flow of goods (inventory), services, and related information among members in the supply chain (i.e., suppliers, manufacturers, distributors, retailers, logistics service providers and the end customer). Effective management of logistics activities in the supply chain can create competitive advantage by delivering added value for customers in many ways including lower cost, higher quality, faster speed of delivery, consistent delivery times, and better product availability</p>
MM 221	Distribution Management	

**THIRD YEAR  
First Semester**

MME 321	Service Marketing	<p>Marketing function within a service organization designing the service product, and establishing service price, communication, and distribution policies. Distinctions are developed between marketing strategies of service and goods-oriented organizations, and between "for-profit" and "not-for-profit" organizations.</p>
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MME 322	Industrial/Agricultural Marketing	<p>This is an advanced course in marketing covering the adaptations needed when marketing outside national boundaries. The course includes discussions of cultures; product and marketing modifications necessary in a variety of situations; and study of various world regions and their consumption, terrain, demographics, and geographics as they influence marketing practices. The Internet has changed the way that companies conduct business and communicate with their customers, employees, trading partners, and other members of the community. These changes have provided organizations with exciting challenges and opportunities that marketers can take advantage of to help make their organizations successful. In this course, we will cover the: what, why, and how of major current approaches, including online listening and monitoring, search engine optimization, search ads, email marketing, and participating in social media. The course is designed to get the student to think like a digital marketing professional, and to give them experience with industry-relevant hands-on assignments and exercises.</p>
MM 224	E commerce and Internet Marketing	

**Second Semester**

MME 324	International Marketing	<p>This is an advanced course in marketing covering the adaptations needed when marketing outside national boundaries. The course includes discussions of cultures; product and marketing modifications necessary in a variety of situations; and study of various world regions and their consumption, terrain, demographics, and geographics as they influence marketing practices. This course provides an introduction to public relations. Basic principles and theories are reviewed and the communications planning process is examined. Marketing Management students will examine current issues and trends presenting case studies.</p>
MM 217	Public Relations	

MM 213	Marketing Analytics	<p>This subject focuses on the importance of enabling marketers to measure, manage and analyze marketing performance to maximize its effectiveness and optimize return on investment (ROI). Beyond the obvious sales and lead generation applications, marketing analytics can offer profound insights into customer preferences and trends, which can be further utilized for future marketing and business decisions.</p>
MME 312	Sales Management	<p>The course objective is to study the various aspects of the sales management process. Specific activities of interest will be how sales managers develop and execute plans for creating customer satisfaction by developing the selling function, strategic sales planning, building a sales program, and controlling the sales force.</p>
<p>FOURTH YEAR First Semester</p>		
MME 323	Special Topics in Marketing	<p>Innovation has widely been recognized by academic and business communities as a key driver for international competitiveness and wealth creation. The objective of this course is to equip students with the skills to manage and coordinate elements involved in innovation and new product development. A large part of the learning in this course will be practical discussion on real life cases. Student completing this course will be able to develop a business plan to commercialize an innovation which would include concepts such as idea generation and opportunity assessment, route to market and viability evaluation.</p>
MM 223	Marketing Management	<p>Marketing Management is a course that examines the role and importance of marketing in the firm and other organizations. This will cover topics such as marketing plans/strategies, marketing research, market segmentation, retailing, advertising, pricing, Internet marketing, etc.</p>