

عنوان الليسانس: تسويق

السداسي: 5

وحدة التعليم: أفقية

المادة: لغة أجنبية متخصصة 1

الرصيد: 1

المعامل: 1

نمط التعليم : حضوري

أهداف التعليم

1. Understand and analyse any document dealing with the fields of study.
2. Develop critical thinking skills related to analysis and decision making.
3. Develop written skills in business contexts.
4. Acquire a high level of knowledge of business concepts by using correct vocabulary and phrases for their specific tasks.
5. Develop greater verbal fluency for face-to-face business situations.

المعارف المسبقة المطلوبة

Students must have successfully completed the lessons of S1, S2, and S4. They should have developed a strong understanding of the basic concepts related to their fields of expertise, namely, Economics, Trade, Accounting, Management, and Finance as well as improved their verbal communication skills.

محتوى المادة:

- 1.Introduction to Marketing Concepts and Management
- 2.Functions of Marketing Management
- 3- Marketing Environment: Macro, Micro, and Internal Environment
- 3-Customer Behavior

4-Product Planning

5-Price Policy

6-Promotion Mix: Advertising, Personal Selling, Sales Promotion, and Public Relations

7-Distribution Policy

8-Price Policy

9-Sales Forecasting and Developing Skills of Sellers

10-Special Issues in Marketing Management

طريقة التقييم:

100% مراقبة مستمرة

المراجع:

- Philip Kotler , Marketing Management, New Jersey, Prentice-Hall,2001.
- Hisham M.Abdel-Rahim, Selected Topics in Marketing Management , Taibah University, Community College,2006.