

Course Title:	Principles of Marketing
Course code:	MRKT 101
Pre-required courses:	None
Course Level:	Second
Credit Hours:	3 hours
Teaching Language:	Arabic
Course Description:	
<p>The course introduces principles of marketing, non-profit organizations' activities and how such activities are affected by cultural, social, legal and economic factors. Further, the course shows how marketing plays an important role in achieving institutions' goals.</p>	
Course Aims:	
<ul style="list-style-type: none"> • By the end of the course students should: • Define marketing and its activities. • Practice skillfully market planning. • Use computer programs to help in supervising marketing activities. • To renovate well known products. 	
Course Contents:	
<ul style="list-style-type: none"> • Marketing and its concepts. • Marketing in the new millennium. • Market analysis. • Market planning. • Marketing' information technology. • Retailing. • Customers 'behavior. • Product strategy. • Pricing strategy. • Distribution strategy. • Ethics & marketing 	