

# MRK - MARKETING

## MRK 1103 Principles of Marketing (2-2-3)

The course introduces basic concepts of Marketing and develops an understanding of the overall process of marketing. It covers the marketing concept, marketing environmental analysis, marketing research, planning as well as the implementation of marketing activities in a contemporary UAE-centric business environment.

**Prerequisites:** MGT 1003

## MRK 2003 Consumer Behaviour (2-2-3)

This course relates the theory of consumer behavior to the practice of marketing. Based on psychology, social and behavioral sciences, the course examines the consumer decision making process and all factors influencing it. Moreover, it studies the impact of consumer behavior on marketing strategies.

**Prerequisites:** MRK 1103

## MRK 2113 Marketing Communications (2-2-3)

The course introduces the fundamental principles of Integrated Marketing Communications (IMC). It explains the application of the IMC planning process leading to consistent communications strategy of a brand. The course develops an in-depth understanding of a range of traditional communication tools as well as digital media. It creates the necessary skills to apply the various communications elements to a brand. The course evaluates the effectiveness of the IMC plan and generates recommendations.

**Prerequisites:** MRK 1103

## MRK 2123 Digital Marketing Essentials (2-2-3)

The course covers new media marketing including social, mobile and search, revolutionising how marketers operate. It equips students with the skills they need to be successful in an increasingly digital world. The course examines the power of applying digital concepts across marketing functions and how digital marketing has entrenched itself as a lever for marketing competitive advantage.

## MRK 3023 Marketing of Services (2-2-3)

This course examines the significant challenges faced by service providers and how customer focus is successfully implemented in service-based firms. The course covers an overview of services marketing, the gaps model of service quality, understanding the consumer in services marketing, standardizing and coordinating the supply of services, the individuals who provide and perform services as well as promotion and pricing tactics.

## MRK 3033 Branding (2-2-3)

The course explores the issues and challenges commonly faced by brand managers. Topics include an introduction to brands and brand management, identifying and establishing brand positioning and values, planning and implementing brand marketing programs, measuring and interpreting brand equity, and growing and sustaining brand equity. The course provides theoretical and practical knowledge necessary for successful brand management.

## MRK 3123 Strategic Marketing Management (2-4-3)

The course seeks to equip students with skills to identify, develop, integrate and deploy various strategic marketing tools and frameworks for use in competitively positioning an organisation to achieve superior performance. Students will be immersed in simulated business environments and required to conduct environmental scanning as a way to determine an organisation's market position and antecedent influences thereon, before formulating and deploying requisite strategic marketing options to help the organisation respond to its marketing environment while delivering customer value.

## MRK 3133 Managing Customer Relationships (2-4-3)

This course covers the fundamental concepts and methods of customer relationship management (CRM). It focuses on the CRM application in Marketing and Sales. It explores the benefits of creating customer loyalty, developing market intelligence, and embedding a customer relationship management system into organizations. Moreover, it helps students to develop effective CRM strategies to help companies align their business processes with a customer-centric approach using people, technology, and knowledge.

## MRK 3616 MRK Industry Project I (0-24-6)

This applied course seeks to equip students with the skills and competences to apply theoretical concepts acquired from marketing courses into a real-life apprenticeship organization. Students will learn and practice problem-solving through various allocated tasks, engage with stakeholders to identify their expectations and work in teams on allocated tasks or projects to achieve set targets. The course will require students to review existing marketing practices in their respective organisations focusing primarily on managing customer relationships and overall strategic marketing.

## MRK 4033 Digital Tools and Techniques (2-2-3)

The course focuses on applying various digital marketing tools and techniques to enhance value creation processes, customer engagement, experience and satisfaction. Key areas covered are digital marketing planning, graphic designing, website creation, digital marketing campaigns and data driven solutions. The core is on the tools and techniques required to execute various digital marketing activities from analysis, design and development, deployment, optimization, and measurement of digital marketing campaigns.

**Prerequisites:** MRK 3113

## MRK 4043 Retail Marketing (2-2-3)

The course provides an in-depth understanding of the key elements of contemporary retail management issues and the diverse factors that exert their influence on the sector. Traditional retailing topics such as retail environment, merchandise, and operational strategies are examined, along with the issues pertaining to the nature of omnichannel, e-tailing, and e-commerce. Students will reflect on the impact of technology within the context of retailing and demonstrate the methods and application of contemporary retailing.

## MRK 4053 Search Engine Marketing (2-2-3)

This course seeks to equip students with the skills and competences to explore Search Engine Marketing (SEM) essentials. Learners will delve into search engine algorithms, conduct keyword research, and master on-page and off-page SEO techniques. They will learn PPC advertising fundamentals with Google Ads and Bing Ads, including ad copywriting and extensions. Additionally, learners will explore display advertising, shopping ads, mobile optimization, local search strategies, and SEM performance tracking through analytics.

**Prerequisites:** MRK 2123

**MRK 4063 Research for Marketing (2-2-3)**

This course offers students in-depth knowledge of conducting research related to products, brands, and customers, giving them hands-on marketing research experience. The course builds students' comprehension of ethical research practices, determining research questions, designing research methodologies, and exposes them to various primary and secondary research methodologies. Marketing research projects extend students' comprehension of marketing research to the ability to designing marketing research processes and interpreting and reporting findings for research-driven marketing decisions.

**MRK 4073 Social Media Marketing (2-2-3)**

The course covers a range of skills and competencies needed to become a social media marketing specialist. It equips students with skills to design and develop targeted social media marketing plans in an increasingly digital world. The course applies the four zones of Social Media Marketing to a brand, covering how an organization can leverage off Social Media Marketing platforms for competitive advantage. The course develops in-depth skills to facilitate the integration of various social media marketing platforms to deliver a coherent integrated strategy.

**MRK 4133 Marketing Performance Management (2-4-3)**

Marketing Metrics explores the key performance indicators (KPIs) and measurement techniques used to assess the effectiveness of marketing campaigns and strategies. The course covers a variety of marketing metrics such as customer acquisition cost (CAC), churn rate (CR), customer lifetime value (CLV), return on investment (ROI), conversion rate, and many more. Students learn how to identify the right metrics for tracking specific marketing goals and how to use these metrics to make data-driven decisions.

**Prerequisites:** MRK 2003

**MRK 4143 AI in Marketing (2-4-3)**

This course seeks to equip learners with skills and competences to develop a critical understanding of Artificial Intelligence (AI) and its applications in marketing. Learners will explore machine learning and deep learning concepts, focusing on data collection, preprocessing, and predictive analytics for customer behavior forecasting. They will cover personalization, NLP for marketing content, sentiment analysis, and social media monitoring. The course also covers image and video recognition, AI-powered marketing automation, customer segmentation, chatbots, A/B testing, fraud detection

**MRK 4213 Digital Marketing Capstone Project (2-4-3)**

In this capstone course, students utilize their knowledge and research skills from the Marketing Program to create and execute a detailed digital marketing project. The aim is to blend concepts from various courses to explore real-world applications. Students also undergo self-paced digital marketing training and certification and then apply these skills in a chosen company to demonstrate proficiency. Additionally, the course evaluates its effects on small businesses.

**Prerequisites:** MRK 4063, MRK 4033

**MRK 4716 MRK Industry Project II (0-24-6)**

This applied course seeks to help students consolidate skills and competences acquired from marketing courses and apply them in a real-life apprenticeship organization. Students will learn polish their problem-solving skills through engagement with and management of stakeholder expectations and take charge / lead on allocated tasks or projects to achieve set targets. The course will require students to review existing marketing practices in their respective organisations focusing primarily on marketing performance management, use of AI in Marketing to produce a digital capstone project.