

MRK - MARKETING (MRK)

MRK 1103 Principles of Marketing (3-1-3)

Introduces the basic concepts of Marketing, develops an understanding of the overall process of marketing including the research, planning, implementation and control of marketing activities in the contemporary business environment. The main emphasis is on the practical application of marketing concepts covered in the course, using UAE consumer products as examples.

Prerequisites: ECO 1003 or IET 3203

MRK 2003 Consumer Behaviour (3-1-3)

Relates the theory of consumer behaviour to the practice of marketing. Drawing from psychology and the social and behavioural sciences consumer decision making processes and its influencing factors is examined.

Prerequisites: MRK 1103

MRK 2103 Marketing Metrics (3-1-3)

Marketing metrics are quantitative measures that allow marketers to evaluate their performance against organisational goals. Introduce the different tools used to analyze consumer data and measure marketing expenditure and ROI, determine the appropriate metrics to use in different businesses, and develop marketing measurement systems that add value to firms.

Prerequisites: MRK 2003

MRK 3003 Integrated Marketing Communications (3-1-3)

Introduces the fundamental principles of Integrated Marketing Communications (IMC). Explains and applies the IMC planning process leading to consistent communications strategy of a brand. Develops an in-depth understanding of a range of traditional communication tools as well as digital media. Creates the necessary skills to apply the various communications elements to a brand. Evaluates the effectiveness of the IMC plan and generates recommendations.

Prerequisites: MRK 2103

MRK 3013 Marketing Research (3-1-3)

Provides a practical understanding of how market research is conducted and managed. Covers the stages of the marketing research process— from problem definition to the reporting of results— with a particular focus on learning how to use common market research tools. Effectively plan, organise and manage market research projects, as well as conduct basic data analysis. Students will demonstrate application of their knowledge, skills and abilities in marketing research through a two part market research plan worth 50% of the total assessments.

Prerequisites: MRK 2103

MRK 3103 Brand Management (3-1-3)

Explore 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. Provides theoretical and practical knowledge necessary for successful brand management.

Prerequisites: MRK 2103, MRK 2003

MRK 3113 Digital Marketing (3-1-3)

Covers new media marketing, including social, mobile, and search, is revolutionising how marketers operate and the skills they need to be successful. Examines the power of applying digital concepts across marketing functions and how digital marketing is becoming a driver of marketing strategy.

Corequisites: BIS 3003

MRK 4003 Social Media and Mobile Marketing (3-1-3)

Study a range of skills needed to become a mobile marketing specialist, and design a targeted digital marketing plan in the mobile context.

Applies the four zones of Social Media Marketing to a brand. It defines the Social Media Marketing planning process and how it fits the overall organisational planning. Develops an in-depth understanding of consumers, and of how segmentation and targeting of consumers has changed with the use of social media.

Prerequisites: MRK 3113

MRK 4013 Strategic Marketing (3-1-3)

Examines the impact of contemporary issues on marketing management planning, and strategy formulation within a complex business environment. Critically evaluate the implications of specific decisions and assess various options in making strategic marketing decisions. Through innovative marketing solutions, to brand and market development, recommend strategic developments to enhance competitive advantage and positioning in relation to fluctuating consumer behaviours.

Prerequisites: MRK 3003

MRK 4023 Customer Relationship Management (3-1-3)

Covers the fundamental concepts and the usefulness of customer relationship management (CRM) and its associated methods. Focuses on CRM application in marketing, sales, and service. Effective CRM strategies help companies align business process with customer centric strategies using people, technology, and knowledge. Explores the benefits of creating customer loyalty, developing market intelligence and embedding a customer relationship management system into an organisation.

Prerequisites: MRK 3103

MRK 4033 Digital Tools and Techniques (3-1-3)

Apply various digital tools and techniques to develop successful marketing campaigns. Evaluate digital tools used to understand and satisfy customer needs. Digital media campaigns that lead to increased customer engagement will be developed.

Prerequisites: MRK 3113

MRK 4103 Services Marketing (3-1-3)

Examines the nature of services and the challenges in marketing services (locally and globally). Explores and uses the services marketing mix. It also explores how business organisations can deliver efficient service. In addition, key concepts in measuring service are defined and recommendations for service managers are provided.

Prerequisites: MRK 3103

MRK 4113 Data- Driven B2B Marketing (3-1-3)

Provides a practical understanding of what Data-driven B2B marketing is and how it is applied. Covers how and why to build a B2B marketing database, how to source data and use it, and how to manage that data. The key applications that generate business value are covered as well in this course. The ability to successfully build and use a marketing database is crucial for business intelligence, business opportunity, marketing communications and customer retention.

Prerequisites: MRK 2103, MRK 4013, MRK 4023

MRK 4123 Contemporary Retailing (3-1-3)

Provides an in-depth understanding of the key elements of traditional and internet retailing. Traditional retailing topics such as retailing environment, strategies and retailing merchandise are examined, along with the issues pertaining to the nature of internet retailing, operational strategies and internet retailing challenges. In this course students will reflect on the impact of technology within the context of traditional and internet retailing and demonstrate the application of contemporary retailing skills.

Prerequisites: MRK 3113

MRK 4203 Marketing Plan Project (3-1-3)

This capstone course requires the application of in-depth knowledge and research skills gained across the Marketing Program to be evidenced through the design and development of a comprehensive marketing plan. The purpose is to integrate previously taught stand-alone courses in order to identify opportunities for the application and critical review of theory and practice in a business environment. In addition, this project (with the guidance of a business faculty member) is to be informed and supported where possible by industry in order to provide a high level of authentic learning.

Prerequisites: MRK 3013