

# MRK - MARKETING (MRK)

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## 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.

## 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.

## 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 strategies and tactics used by organizations in delivering efficient services. The course stresses the vital role that services play in an economy. It further utilizes key concepts to develop the knowledge required to implement service strategies for competitive advantage across industries.

**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)**

The course provides an in-depth understanding of the key elements of contemporary retail management issues and the diverse factors that exert their influence. 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.

**Prerequisites:** MRK 3113

**MRK 4203 Digital Marketing Project (3-1-3)**

This capstone course requires students to apply in-depth knowledge and research skills gained across the Marketing Program to be evidenced in the design and implementation of a comprehensive digital marketing project. The purpose is to integrate previously taught stand-alone courses to identify opportunities to apply and critically review theory and practice in a real-life business. This project requires students to undertake self-paced digital marketing training and certification, applying requisite skills in a selected company to demonstrate mastery of the digital marketing competencies.

**Prerequisites:** MRK 3013, MRK 3113