

**Marketing Management**  
**1<sup>st</sup> Semester- Academic Year 2021/2022**  
*Monday 2:30-3:30, (On Line)*

<b>Week No.</b>	<b>Date</b>	<b>Topic</b>
1.	18/10/2021	Introduction to marketing (Describe needs, market and marketing)
2.	25/10/2021	Define product and new product ideas generation.
3.	1/10/2021	Define marketing mix and how it influence marketing activities
4.	8/11/2021	Explain different channels of distribution
5.	15/11/2021	Describe different forms of market segmentation
6.	22/11/2021	Explain brand name, and trade mark
7.	29/11/2021	<b>Quiz</b>
8.	6/12/2021	
9.	13/12/2021	Define price and the different bases of pricing
10.	20/12/2021	Explain marketing communication
11.	27/12/2021	Explain advertising, personal selling, promotion and publicity

***Course editor***

***Dr, Sameh Fekry Matar***

***Management department***

***Faculty of commerce.***