

## Marketing

### **Curriculum highlights**

- The university's openness to its economic environment by moving beyond traditional training programs and adopting specialized training directly aligned with current economic trends;
- Providing researchers with information and knowledge that equip them with marketing and creative skills and orientations, thereby contributing effectively to broadening and diversifying their long-term research horizons and deepening scientific knowledge in the field of marketing;
- Training students to acquire knowledge and skills in modern scientific management, enabling them to assume responsibilities at various levels within institutions as

	<p>professionals, with an emphasis on professional, practical, and applied aspects during training phases, or as academics in universities;</p> <ul style="list-style-type: none"> <li>- The ability to integrate into the new global environment through mastering digital tools and their capacity to advance the field of modern marketing;</li> <li>-The specialization contributes to guiding domestic and international markets and adapting to various marketing variables amid recent international developments;</li> <li>-Mastery of different methods and tools that contribute to marketing and improving product quality within institutions.</li> </ul>
<b>Admission</b>	-Master, Magistère

<b>information</b>	-All marketing specializations
<b>Core courses</b>	<ul style="list-style-type: none"> <li>● <b>Advanced Marketing Research</b></li> <li>● <b>In-Depth Consumer Behavior</b></li> <li>● <b>Strategic Competitive Analysis</b></li> <li>● <b>Internal Marketing</b></li> <li>● <b>Brand Management</b></li> <li>● <b>Digital Marketing</b></li> <li>● <b>Artificial Intelligence Applications in Marketing</b></li> </ul>
<b>Advanced topics</b>	<p>-The role of emotional branding in building long term customer relationships</p> <p>-The Impact of Content Personalization on Customer Engagement and Market Risks</p> <p>-The influence of Customer experience on brand advocacy</p> <p>-The Role of Customer Engagement in New Product Innovation</p>

	<p>-The Role of Responsible Marketing in Building Brand Image in Islamic Markets</p> <p>-Psychological Factors Influencing Impulse Marketing Through Social Media Platforms.</p>
<p><b>FullCurriculum</b></p>	<p><b><u>1. Advanced Marketing Research:</u></b></p> <p>Module One: Introduction to Advanced Marketing Research</p> <ul style="list-style-type: none"> <li>● Definition of marketing research and its importance.</li> <li>● The difference between marketing research and market research.</li> <li>● Evolution of marketing research and its role in decision-making.</li> </ul> <p>Module Two: Scientific Methodology in Marketing Research</p> <ul style="list-style-type: none"> <li>● Problem formulation in research.</li> <li>● Hypothesis formulation and research questions.</li> </ul>

- Variables (independent, dependent, moderating).
- Research methodologies: quantitative and qualitative.

#### Module Three: Marketing Research Design

- Types of research designs: descriptive, exploratory, causal.
- When to use each type?
- Ethical considerations in marketing research.

#### Module Four: Data Collection Methods

- Secondary data (sources, advantages, limitations).
- Primary data:
  - Questionnaires (types, design, testing).
  - Interviews (structured, semi-structured, open-ended).
  - Observation.

○ Focus groups.

#### Module Five: Sampling Techniques

- Basic concepts (population, sample, sampling frame).
- Probability and non-probability sampling.
- Sample size and its impact on research results.

#### Module Six: Statistical Analysis of Marketing Research Data

- Coding and data entry.
- Descriptive statistics (mean, deviation, frequencies).
- Inferential statistics (hypothesis testing, ANOVA, regression, chi-square test).
- Using statistical software such as SPSS or Excel.

#### Module Seven: Qualitative Marketing Research

- Content analysis.
- Narrative analysis.

- Thematic analysis using software like NVivo.

#### **Module Eight: Using Marketing Research in Different Areas**

- Customer satisfaction research.
- Customer loyalty research.
- Brand research.
- Pricing research.
- Consumer behavior research.

#### **Module Nine: Final Report and Recommendations**

- How to write a marketing report.
- Presenting results clearly.
- Providing practical recommendations.

### **2. In-Depth Consumer Behavior:**

1. Advanced models for purchase decision-making
2. Consumer behavior and marketing value creation process

3. Consumer behavior in digital and AI-enhanced environments
4. Advanced marketing modeling of consumer behavior
5. Contemporary research trends in consumer behavior

### **3. Digital Marketing:**

1. Theoretical Frameworks in Digital Marketing
2. Digital Marketing Mix
3. Digital Marketing Strategy
4. Consumer Behavior in Digital Ecosystems
5. Analytics and Optimization: Search Engine Marketing (SEM) & Website Analytics
6. Content Marketing and Social Media Marketing
7. Emerging Technologies & Applications in Digital **Marketing**



#### **4. Brand Management :**

##### **Course Information**

Course Title: Brand Management

Level: Doctorate (PhD)

Duration: 14 Weeks

##### **Course Description**

This course provides advanced theoretical and practical insights into brand management. It explores strategic brand building, brand equity measurement, global brand strategy, and the evolving role of brands in the digital era. Emphasis is placed on critical evaluation, research, and application of branding theories in diverse market contexts.

##### **Learning Objectives**

- Critically analyze and evaluate brand

management theories and models.

- Conduct academic research related to branding topics.
- Design strategic branding frameworks for global and local markets.
- Assess the impact of digital transformation on brand equity and identity.
- Develop branding solutions based on empirical research.

#### Course Outline (Weekly Topics)

- Week 1: Introduction to Brand Management: Definition of brand, brand elements, evolution of branding;
- Week 2: Theories of Branding: Brand identity, image, personality, equity – conceptual frameworks;

- Week 3: Strategic Brand Management  
Process: Building, measuring, and managing brand equity (Keller's model);
- Week 4: Brand Positioning and Differentiation: Value proposition, perceptual mapping;
- Week 5: Brand Equity Measurement: Aaker's and Keller's models, quantitative/qualitative methods;
- Week 6: Consumer-Based Brand Equity (CBBE): Psychological and behavioral foundations;
- Week 7: Brand Architecture and Portfolio Management: House of brands, branded house, sub-brands;
- Week 8: Global Branding Strategies: Standardization vs. adaptation, cultural

influences;

- Week 9: Digital Branding and Social Media: Online brand engagement, influencers, content marketing;
- Week 10: Branding and Innovation: Co-creation, brand communities, AI in branding;
- Week 11: Brand Crisis and Reputation Management: Risk management, case studies of failures;
- Week 12: Brand Valuation and Financial Performance: Methods of brand valuation (Interbrand, BrandZ);
- Week 13: Contemporary Issues in Brand Management: Sustainability, ethical branding, personal branding;
- Week 14: Student Research Presentations: Sustainability, ethical branding, personal

branding.

### Assessment Methods

Class Participation and Discussions: 10 %

Article Critiques and Presentations: 20 %

Case Study Analysis: 15 %

Research Paper Proposal: 25 %

Final Research Paper and Presentation: 30 %

### Prerequisites

- Completion of core marketing theory courses.
- Competency in academic research methodologies.

### **5.Strategic and competitive analysis:**

1. Introduction to strategic and competitive analysis
2. External analysis
3. Internal analysis
4. Analytical tools for strategic and

competitive analysis

5. Generic and competitive strategies
6. Growth and expansion strategies
7. Artificial intelligence in strategic and competitive analysis
8. Practical workshops: case studies

## **6. Internal marketing :**

1. Introduction to internal marketing
2. The internal marketing mix
3. Internal marketing dimensions
4. Internal marketing models
5. The relationship between internal marketing and the ISO 9001 quality management system
6. The relationship between internal marketing and customer relationship management
7. The relationship between internal marketing and knowledge management.

## **7-Applications of Artificial Intelligence in**

	<p><u>Marketing:</u></p> <ol style="list-style-type: none"><li>1. Introduction to Artificial Intelligence in Marketing</li><li>2. AI-Powered Customer Segmentation and Profiling</li><li>3. Ai for personalized customer experience</li><li>4. AI in Customer Behavior Analysis and Predictive Analytics</li><li>5. AI-Driven Social Media Marketing</li><li>6. AI for Content Creation and Optimization</li><li>7. AI in Customer Service and Retention</li><li>8. Ethical and Responsible Use of AI in Marketing</li></ol>
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