



EGYPTIAN CULTURAL CENTER
ECC
FUTURE BEGINS HERE

MBA in MARKETING MANAGEMENT

www.ibas.education

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▼ About ECC

The Egyptian Cultural Center

- A house of expertise in education field as an educational provider facilitates getting international degrees from Switzerland, Malaysia, the UK, Croatia, & Denmark.
 - ECC is a recognized center from ATHE and EduQual awarding buddies in the UK to provide credit hours in business.
 - Strategic Partner to MGW (My Global World Education)
 - provide top-up degrees in MBA and DBA from AeU (Asia e University), Malaysia. Bolton University, UK. Via MGW group
 - Academic partner for the University of Bedfordshire, UK.
 - Academic partner for Vern university to provide a dual award for MBA and DBA
 - Has Membership with IFTDO (International Federation of Training and Development Organizations) & WFDP (World Fund for Development and Planning).
- Our goal is to help our students to be directed to the right progression routes that fit their professional and career needs.



▼ About IBAS

At IBAS, our vision is to make education affordable and accessible so you can learn anywhere, anytime, and by the learning method that matches your personality.

Our programs bring a quality blended learning experience to all students regardless of their nationality or study phase. Our coursework is built to ensure that we train students to become the best professionals in the field of Business, and Management and to contribute through their knowledge to the world and their own countries.



▼ About MBA in MARKETING MANAGEMENT

MBA in MARKETING MANAGEMENT

MBA by definition, is a Management degree designed to educate business learners in strategic management. What sets MBA degree apart from regular Master's programmes is peer-to-peer education, which involves successful business people and interaction between learners from diverse backgrounds. Studying an MBA abroad is also a great opportunity to network and create new business opportunities, this program will be delivered by ECC «Egyptian Culture Center» and the degree is provided by IBAS.

MBA in Marketing Management is to build your expertise in the field of marketing and will show you the art of creating a narrative around any particular product or service with the help of analytics. This program will also guide you to develop business models and identifying appropriate marketing strategies, which will not only help you understand these concepts but teach you how to apply them practically



▼ Program Content

| CORE MODULES | ECTS |
|--|----------------|
| - Strategic Planning | 6 |
| - Finance for Strategic Managers | 6 |
| - Personal Development for Leadership and Strategic Management | 6 |
| - Organizational Behavior | 6 |
| - Strategic Human Resource Management | 6 |
| - Strategic Marketing | 6 |
| - International Business Environment | 6 |
| - Research for Strategic Development | 6 |
| MAJOR MODULES | |
| - Customer Behavior | 6 |
| - Digital & Social Media Marketing | 6 |
| TOTAL | 60 ECTS |



1

STRATEGIC PLANNING

UNIT OBJECTIVES :

The aim of this unit is to develop the knowledge, understanding and skills necessary to develop an organizational strategic plan.



LEARNING OUTCOMES :

- Understand the foundations for developing organizational strategy
- Understand the external environment affecting organizations
- Be able to review an organization's strategy and business plans
- Be able to develop strategy options for an organization
- Understand how to create a strategic plan to meet business objectives

2

FINANCE FOR STRATEGIC MANAGERS

UNIT OBJECTIVES :

The aim of this unit is to develop the knowledge, understanding and skills required to carry out research to meet the needs of strategic business management.



LEARNING OUTCOMES :

- Be able to formulate a research proposal relating to strategic business development
- Be able to use different research methodologies to gather sufficient and valid data
- Be able to present research findings in an appropriate format for a target audience

3

PERSONAL DEVELOPMENT FOR LEADERSHIP AND STRATEGIC MANAGEMENT

UNIT OBJECTIVES :

This unit aims to help learners develop their own personal leadership and management skills in the context of the creation and achievement of organizational vision and strategic direction.



LEARNING OUTCOMES :

- Understand how knowledge and skills in leadership and strategic management support the creation and achievement of organizational vision and strategy
- Understand how to develop and communicate organizational vision
- Be able to manage development of own personal knowledge and skills in leadership and strategic management to support achievement of personal and organizational vision and strategy
- Be able to reflect on the benefits of personal development in the achievement of personal growth and organizational vision and strategy

4

ORGANIZATIONAL BEHAVIOR

UNIT OBJECTIVES :

The aim of this unit is to help learners develop an understanding of how organizational behavior, structure, culture, motivation, creativity and leadership impact on an organization's effectiveness and efficiency



LEARNING OUTCOMES :

- Understand leadership behavior theory and practice
- Understand how organizations can improve employee effectiveness to respond to business opportunities
- Understand how organizations can motivate employees in order to improve their efficiency and effectiveness

5

STRATEGIC HUMAN RESOURCE MANAGEMENT

UNIT OBJECTIVES :

The aim of this unit is to help learners acquire knowledge and understanding of human resource management strategy and its impact on the efficiency of an organization.



LEARNING OUTCOMES :

- Understand the factors affecting human resource management strategies in organizations
- Understand how strategic human resource management contributes to the achievement of the strategic plans of organizations
- Understand how to prepare human resource management strategies for organizations
- Be able to develop a human resource management strategy for an organization

6

STRATEGIC MARKETING

UNIT OBJECTIVES :

This unit enables learners to develop knowledge and understanding of marketing at a strategic level and how this is applied in practice including developing a marketing strategy.



LEARNING OUTCOMES :

- Understand the principles of strategic marketing
- Understand how to carry out a strategic marketing analysis
- Understand the role of customer behavior in marketing strategies
- Understand how to develop an implementable strategic marketing plan
- Understand how to create a marketing strategy to meet business objectives

7

INTERNATIONAL BUSINESS ENVIRONMENT

UNIT OBJECTIVES :

The unit will enable learners to explore the changing international business environment and develop knowledge and understanding of how organizations respond.



LEARNING OUTCOMES :

- Be able to analyze the international business environment
- Understand the impact of globalization and international trade
- Understand the international markets in which businesses operate

8

RESEARCH FOR STRATEGIC DEVELOPMENT

UNIT OBJECTIVES :

The aim of this unit is to develop the knowledge, understanding and skills required to carry out research to meet the needs of strategic business management.



LEARNING OUTCOMES :

- Be able to formulate a research proposal relating to strategic business development
- Be able to use different research methodologies to gather sufficient and valid data
- Be able to present research findings in an appropriate format for a target audience
- Be able to present research findings in an appropriate format for a target audience

UNIT OBJECTIVES :

This unit aims to develop learners' understanding of a theoretical and practical understanding of processes and factors that influence the consumer behaviour of individuals and organisations. By learning about how consumers make decisions, what motivates them, and how contexts and practices influence consumption, you will be able to strategically apply these insights to the creation of customer value and learn how to critique and challenge current marketing practices and consumer communications. The learners will be able to evaluate how consumer research has been undertaken and develop your intellectual and analytical capabilities vis-à-vis interpreting cultural and societal trends, parallel to psychological consumer processes, to inform marketing decision-making.

LEARNING OUTCOMES :

- Understand the fundamental psychological, sociological, structural and cultural factors that influence buying behaviour.
- Understand the relevance of particular theories, Factor, models and concepts related to consumer behaviour.
- Understanding the marketing research process and customer insight in different contexts including digital contexts.
- Understand the process of managing customer experience, customer relationship management and market communication.

UNIT OBJECTIVES :

This unit aims to develop learners' a practical introduction to digital and social media technologies (such as Twitter, Facebook, connected devices – the internet of things and affiliate networks) and their application within marketing. The module examines the key characteristics of digital and social media, identifies the theoretical underpinnings such as issues of trust and customer engagement together with trends and usage patterns to provide a framework through which to understand and evaluate them. In addition, the module examines the legal and ethical considerations that marketing in a digital world raises. This module teaches you a range of state-of-the-art tools and theories of how to use social media effectively to achieve your branding and communication goals. students will learn the scientific and strategic approach to marketing with hands-on implementation of online marketing and social media strategies.

LEARNING OUTCOMES :

- Understand the role of information technology and social media in digital marketing.
- Understand the changing dynamics of an organisation's environment and its impacts.
- Recommend resource-led innovative approaches using digital marketing tools to contemporary digital marketing challenges
- Understand how to develop digital strategies and an integrated social media campaign for a strategic relationship with the customers.

▼ Accreditations and memberships



EduQua is an accreditation body recognized and supported by the Swiss Confederation Government;

It's the first quality certification for public and private educational institutions in Switzerland.

Awards for Training and Higher Education



ATHE provides centres with a wide variety of qualifications including administration management, business, tourism, law, computing and health and social care. They have made a name for themselves with exceptional customer service, excellent quality standards and rewarding qualifications with progression routes to university degrees.



The Accreditation Council for Business Schools and Programs

Is a leading specialized accreditation body for business education supporting, celebrating, and rewarding teaching excellence.



International Accreditation Council for Business Education (IACBE)

Believes that academic quality and excellence in business education should be measured in terms of the educational outcomes of an academic business unit relative to its mission rather than by prescriptive standards relating to academic resources.



Quacquarelli Symonds (QS)

is the world's leading provider of services, analytics, and insights to the global higher education sector.

Egyptian Culture Center



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