

Academic Year 2017-2018

Corrective Action Plan implemented of previous year's suggestions for the Marketing Program

<u>Ser</u>	<u>Course</u>	<u>Code</u>	<u>Semester</u>	<u>Action</u>	<u>Responsibility</u>
1	Consumer Behavior	BT746	7	No suggestions were given by the instructor of this course last year	-----
2	Marketing Communication	BM855	8	More interactive videos	Instructor
3	Strategic Marketing	BM854	8	No suggestions were given by the instructor of this course last year	-----
4	Marketing Research	BM638	6	1] Identifying strengths and limitations of students based on data from the reading [2] Pacing of the curriculum, [3] Provide students with more professional literature [4] Implementation of common core standards of marketing research literature [5] Depend more on research-based instruction [6] Using technology in the classroom to improve students' performance such as Experiential Learning via site visits and Education Video for group discussion [7] Utilize interactive learning environment methods such as role playing, problem-based learning, Think-Pair-Share, Group Discussion, Brainstorming, Simulations and case study [8] Implement Grading for Learning Initiative	Instructor

				<p>[9] Provide and model the essential dimensions of reading in marketing research literature</p> <p>[10]Focus in community research</p> <p>[11]Give students more space to transfer their experience gained from their internship</p>	
5	Managing Marketing strategy	BM530	5	More practical cases in class	Instructor
6	Marketing	BM105	1	More practical cases and educational videos	Instructor

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Suggested Action Plan for next year for the Marketing Program

<u>Ser</u>	<u>Course</u>	<u>Code</u>	<u>Semester</u>	<u>Action</u>	<u>Responsibility</u>
1	Consumer behavior	BT746	7	Devoting more time for marketing applications and consumers responses in Egypt	Instructor
2	Marketing Communication	BM855	8	Change ILOs of the final exam. More case studies	Instructor
3	Strategic Marketing	BM854	8	More time needs to be devoted to strategies for the digital world ,implementation and control	Instructor
4	Marketing Research	BM638	6	1. Hypotheses testing and sampling models 2. SPSS for advanced statistical analysis 3. Written communication skills for a marketing Multivariate statistical technique	Instructor
5	Managing Marketing strategy	BM530	5	Structure of some lectures Reference Book(soft copy)	Instructor
6	Marketing	BM105	1	Teaching Methods. Each student should create an account on Egyptian knowledge bank	Instructor