



## Course Specifications

<b>Course Title:</b>	PRINCIPLES OF MARKETING
<b>Course Code:</b>	MKT-201
<b>Program:</b>	Bachelor of Science of Business Administration in Marketing [BSBA]
<b>Department:</b>	Department of Marketing
<b>College:</b>	College of Business Administration, Al Kharj
<b>Institution:</b>	 PRINCE SATTAM BIN ABDULAZIZ UNIVERSITY COLLEGE OF BUSINESS ADMINISTRATION DEPARTMENT OF MARKETING (P.O. BOX 173, AL-KHARJ 11942,

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## A. Course Identification

<b>1. Credit hours:</b> 3
<b>2. Course type</b>
a. University <input checked="" type="checkbox"/> College <input checked="" type="checkbox"/> Department <input type="checkbox"/> Others <input type="checkbox"/>
b. Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/>
<b>3. Level/year at which this course is offered:</b> 4 <sup>th</sup> Level (Sem.) / II Year
<b>4. Pre-requisites for this course (if any):</b> MGT-201
<b>5. Co-requisites for this course (if any):</b> NONE

### 6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	38	90
2	Blended		
3	E-learning	4	10
4	Distance learning		
5	Other		
	<b>Total</b>	42	100

### 7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	38
2	Laboratory/Studio	
3	Tutorial	
4	Others (assignments, library, project work)	4
	<b>Total</b>	42

## B. Course Objectives and Learning Outcomes

**1. Course Description:** The course naming ‘Principles of Marketing’ elucidates the various dimensions of basics of marketing practices. It explains the basic meaning, concepts, theories, evolution and definitions, variously, like those of: marketing, marketing environment, consumer behavior, market segmentation, positioning, product differentiation, branding, promotion and channels of distribution. The course narrates the factors of consumer behavior, criteria of segmentation, pricing strategies, product line and levels of channels. The course illustrates various marketing concepts like product life cycle, services, new product development and online marketing. The courses focuses to develop the cognitive understanding and importance of the basic concepts in the field of marketing.

**2. Course Main Objective:** The core objective of the course ‘Principles of Marketing’ is develop an understanding of the importance of customer value, market segmentation, branding, levels of channels and promotion. The student should be able to correlate the basic marketing concept in the context of gulf market or Arabic world. Specifically it includes learning about the macro and micro environmental factors such as social, economic, legal and the company customers, intermediaries, competitors etc. The course enables a student to analyze the crucial concepts of marketing such as brand equity, product life-cycle and customer relations. The course is adapted to meet the needs of students in the Arab region, by including examples which reflect the experiences of business operations in the Arab region, while still retaining a global perspective overall. It instills marketing knowledge through ‘*Real Marketing*’ examples of company cases as well.

### 3. Course Learning Outcomes

CLOs		Aligned PLOs
1	<b>Knowledge and Understanding</b>	
1.1	Imparting information about the marketing basics such as evolution, environment and marketing mix	

CLOs		Aligned PLOs
1.2	Stating the concepts of consumer behavior, consumer buying decision process and evaluation of alternatives	
1.3	Outline the need and criteria for marketing segmentation, target market selection and getting into the minds of consumers i.e. positioning.	
1.4	Narration of the elementary information about product, pricing, branding, new product development and product life cycle concept	
1.5	Explaining the various levels of channels of distribution, promotional mix, ethics and social responsibility	
<b>2</b>	<b>Skills :</b>	
2.1	Evaluate the micro and macro marketing environmental factors and prepare the content of a marketing plan	
2.2	Investigate the factors influencing consumer buying behavior and the business buyer behavior	
2.3	Illustrate the bases of market segmentation, selecting the market segment, types of positioning and product or service differentiation	
2.4	Demonstrate the product line, product life cycle and assess the pricing strategies	
2.5	Modify the integrated marketing communications, summarize the functions of channels of distribution and appraise the social responsibility	
<b>3</b>	<b>Values:</b>	
3.1	HONESTY: Imparting values among students so that they embody high ethical standards. Learn to add value to the organization they work for and customers they serve in their future. Also adhere to all applicable laws and regulations in promoting any product or service. Work to foster trust and faith in marketing communication system with all stakeholders. They learn the importance of fair dealing in establishing an efficient exchange process.	
3.2	TRANSPARENCY: Learn to promote quality product and its benefits at fair prices. Disclose all the terms and conditions, safety measures, and warranties. Transparency should be maintained on packaging and labeling of the products disclosing the price, ingredients and environment friendliness.	
3.3	COMMITMENT: Students learn to stand behind delivering product services and benefits at all times. Inculcate values to recognize special commitment segments such as children and elderly customers. Handle customer grievances honestly and according to company norms. Reject manipulation that harm	

CLOs		Aligned PLOs
	customer trust, avoid forceful selling and an attempt to develop mental and intellectual satisfaction of customers.	

### C. Course Content

No	List of Topics	Contact Hours
1	<i>Unit I: Evolution of Marketing, Marketing Definition, Marketing planning &amp; Marketing environment:</i> Definition of marketing - importance of marketing - marketing management - exchange - what can be marketed? - demand states - market - marketing system - types of customer markets - core concepts in marketing - marketing mix and elements - marketing management tasks. Defining strategic marketing planning - corporate planning including mission - establishing SBU's - resource allocation to SBUs - BCG matrix - General Electric Model - planning new business - intensive – integration - diversification - business planning including mission - SWOT analysis - marketing plan - contents of a marketing plan. Micro environment - company - suppliers - intermediaries - customers – competitors - public. Macro environmental factors - Demographic environment - Political environment - Economic Environment - Socio-Cultural Environment -Technological - Natural - Legal Environment.	9
2	<i>Unit II: Understanding Consumer Behavior:</i> Defining consumer behavior - factors influencing consumer behavior – cultural – social - personal – psychological - buying decision process - problem recognition - information search - evaluation of alternatives - purchase decision - post purchase behavior - Business buyer behavior.	8
3	<i>Unit III: Market Segmentation, Targeting, Positioning &amp; Product Differentiation:</i> Need for segmenting market - Bases of Segmentation – Geographic - Demographic-Psychographic - Behavioral. Criteria for segmenting consumers - Target Market selection process - Evaluating the Market Segments- Selecting the Market Segments. Positioning - Getting into the minds of consumer	9

	- Types of Positioning - positioning errors - differentiation – products and services.	
4	<i>Unit IV: Product, Branding, Packaging, New Product Development &amp; Pricing</i> Concepts: Product line - breadth - depth - variants - branding - brand definition - branding strategies - packaging - labeling. - New Product Development - Product Life Cycle - Pricing-concepts – pricing strategies.	9
5	<i>Unit V: Distribution Management, Promotional Mix &amp; Sustainable Marketing:</i> Marketing channels - functions of channels - channel design decisions - Integrated Marketing Communications - promotional mix - Direct & Online Marketing - Global Marketing - Implementing & Controlling Marketing Activities – sustainable marketing: social responsibility and ethics.	7
<b>Total</b>		

## D. Teaching and Assessment

### 1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	<b>Knowledge and Understanding</b>		
1.1	Imparting information about the marketing basics such as evolution, environment and marketing mix	Lectures, Use of Slides, Providing Text-book or Journal material, and Use of Black-board technology by uploading content	Quiz, Mid-Terms, Final Exams, Individual or Group Presentation in Class and Evaluation of Home Assignments
1.2	Stating the concepts of consumer behavior, consumer buying decision process and evaluation of alternatives		
1.3	Outline the need and criteria for marketing segmentation, target market selection and getting into the minds of consumers i.e. positioning		
1.4	Narration of the elementary information about product, pricing, branding, new product development and product life cycle concept		

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.5	Explaining the various levels of channels of distribution, promotional mix, ethics and social responsibility		
<b>2.0</b>	<b>Skills</b>		
2.1	Evaluate the micro and macro marketing environmental factors and prepare the content of a marketing plan	Lecture-Demonstration through diagram, figures & graphs, Open Text Book Study, Case Study, Library Research and Mini-Project	Quiz, Mid-Terms, Final Exams, Individual or Group Presentation in Class, Field Trip and Evaluation of Mini-Project & Home Assignments
2.2	Investigate the factors influencing consumer buying behavior and the business buyer behavior		
2.3	Illustrate the bases of market segmentation, selecting the market segment, types of positioning and product or service differentiation		
2.4	Demonstrate the product line, product life cycle and assess the pricing strategies		
2.5	Modify the integrated marketing communications, summarize the functions of channels of distribution and appraise the social responsibility		
<b>3.0</b>	<b>Values</b>		
3.1	HONESTY: Imparting values among students so that they embody high ethical standards. Learn to add value to the organization they work for and customers they serve in their future. Also adhere to all applicable laws and regulations in promoting any product or service. Work to foster trust and faith in marketing communication system with all stakeholders. They learn the importance of fair dealing in establishing an efficient exchange process.	Role-playing, Brain Storming, Debate, Product Demonstration and Student Panel Activities	Observations (Indirect) of Class Behavior, Participation & Discussion, and Constructing Exhibits & Charts
3.2	TRANSPARENCY: Learn to promote quality product and its benefits at fair		



Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
	prices. Disclose all the terms and conditions, safety measures, and warranties. Transparency should be maintained on packaging and labeling of the products disclosing the price, ingredients and environment friendliness.		
3.3	<p>COMMITEMENT: Students learn to stand behind delivering product services and benefits at all times. Inculcate values to recognize special commitment segments such as children and elderly customers.</p> <p>Handle customer grievances honestly and according to company norms. Reject manipulation that harm customer trust, avoid forceful selling and an attempt to develop mental and intellectual satisfaction of customers.</p>		

## 2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Quizzes (best of two)	2 <sup>nd</sup> , 4 <sup>th</sup> ,	10%
2	Mid Terms (two)	8 <sup>th</sup> , 11 <sup>th</sup>	30%
3	Class Participation (presentation & discussion of mini-projects, case study & assignments etc.)	7 <sup>th</sup> , 9 <sup>th</sup>	10%
4	Final Examination	After completion of 14 <sup>th</sup> Week	50%

\*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

## E. Student Academic Counseling and Support

**Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice :**

Office Hours: 6 hours per week

## F. Learning Resources and Facilities

### 1. Learning Resources

<b>Required Textbooks</b>	Philip Kotler, Gary Armstrong, Ahmed Tolba & Anwar Habib (2011) 'Principles of Marketing' Arab World Edition, Pearson International Edition, 1e
<b>Essential References Materials</b>	<ul style="list-style-type: none"> <li>• Journal of Marketing</li> <li>• The Wall Street Journal</li> <li>• Journal of Academy of Marketing Science</li> <li>• Journal of Marketing Research</li> <li>• Journal of International Marketing</li> <li>• Harvard Business Review</li> </ul> <p><i>[Note: To be made available in the library]</i></p>
<b>Electronic Materials</b>	<ul style="list-style-type: none"> <li>• <a href="http://faculty.psau.edu.sa">http://faculty.psau.edu.sa</a> (black-board)</li> <li>• <a href="http://www.marketingpower.com">www.marketingpower.com</a></li> <li>• <a href="http://www.economist.com">www.economist.com</a></li> <li>• <a href="http://www.census.gov">www.census.gov</a></li> </ul> <p><a href="http://www.benjerry.com">www.benjerry.com</a></p>
<b>Other Learning Materials</b>	Multimedia associated with the text book and the relevant websites

### 2. Facilities Required

Item	Resources
<b>Accommodation</b> (Classrooms, laboratories, demonstration rooms/labs, etc.)	Lecture room with capacity of at least 30 seats/group and 4-groups required
<b>Technology Resources</b> (AV, data show, Smart Board, software, etc.)	Smart Board with Internet Facility as well as one PC for each student, depending on the class-size
<b>Other Resources</b> (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	N/A



**Assessment Methods** (Direct, Indirect)

## H. Specification Approval Data

<b>Council / Committee</b>	
<b>Reference No.</b>	
<b>Date</b>	