

## Course Syllabus MKT 201- Principles of Marketing Semester – 2 (2023-2024)

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### Course Description:

This course is the introductory marketing course for business majors and other interested students attending at King Saud University. Marketing is a dynamic, competitive and creative activity that is part of our everyday lives. Studies have stressed that an average person is exposed to many marketing-oriented activities daily, thus many of us don't realize it. There are many aspects of marketing that you have not considered systematically. The general purpose of this course is to provide you a basic understanding of what marketing is all about. The course begins with classes that deal with what is marketing, marketing management, and the marketing environment and will provide a broad picture of the course. Following this, the course will examine such issues as marketing research, consumer behavior, segmentation, targeting, and positioning strategies. During the rest of the semester the course will cover product strategy, pricing strategy, distribution strategy, and promotional strategy.

### Course Objective:

By the end of the semester, students should be able to:

- Develop an understanding of key marketing concepts and terminology.
- Identify and describe the marketing environment.
- Understand the process of market targeting (segmentation, targeting, and positioning).
- Gain an understanding of each element of the marketing mix and how they should be combined in forming various marketing strategies and programs.

### Course Nature:

Multiple teaching methods will be employed - lectures, class discussions, in-class exercises, and quizzes. You will be expected to read and think about the assigned materials. Lectures will be used to introduce topics, to highlight key points, and to give you information that can't be given as effectively any other way. In-class exercises, assignments, and dialogue will help you understand and apply the information, as well as to provide variety. The more you participate – by sharing examples, opinions, and experiences – the more valuable, and fun, this class will be for all of us. We will all learn from one another and each student in this class can, undoubtedly, contribute information that adds fresh perspective to any topic.

### Course Policies

- The instructor reserves the right to modify any of the material in the Syllabus and Class Schedule with sufficient notice given to course participants.
- Come to each class well prepared to be able to discuss the required readings and assigned cases and assignments in detail.
- Each student is responsible for obtaining all handouts, announcements, and schedule changes.
- Actively participate in lectures and assignment as much of the learning will come from discussions

during class.

- Important class announcements may be communicated by e-mail. **You are responsible for checking your e-mail account regularly** Missing class does not excuse you from or change assignment due dates.
- Do not come late for class.
- Switch off your cell phone during class.
- Do not talk while fellow students are presenting or asking questions.
- Respect everyone’s opinion.
- There are no provisions for make-up exams
- Communication through the email must contain an address and name of the sender

### Recommended Textbook/ Additional reading (Suggested)

Principles of Marketing, MKT201	
Reference Books	Author / Publication
Principles of Marketing Access code: MyLab & Mastering Marketing lab	Philip Kotler and Gary Armstrong, 18th edition, Global edition <b>*Required</b> Students may purchase the access code from the following link: <a href="https://bookhup.com/product/ksu-principles-of-marketing-global-edition-18th-edition-access-code/?v=fbe46383db39">https://bookhup.com/product/ksu-principles-of-marketing-global-edition-18th-edition-access-code/?v=fbe46383db39</a>
Principles of Marketing	Charles W. Lamb, Joseph F. Hair, Jr., Carl McDaniel, Cengage Learning
Essentials of Marketing	William Perreault, Jr., Joseph Cannon, E. Jerome McCarthy, McGrawhill.

### Course Evaluation

Assignments	Points
Midterm Exam	25
Group Project	15
Study Plan	5
Homework	5
Final Exam	50
Total	100

#### **1. Exams:(80 points)**

There will be two exams: Exams will consist of Multiple-choice and True or False Statements and could include Short Essay Questions.

1. **Midterm Exam I shall include chapters - 1, 2, 3, 5, 7**
2. **Final exam shall include chapters 5, 8, 9, 10, 12, 14.**

There will be **no make-up Exams** without official excused documentation for your absence.

#### **2. Study Plan (5 points)**

As a part of the learning process, students will be assigned study plan practice sets to master concepts learned in the classroom. Students can access the study plan through the Pearson Platform. Each Learning objective will have 4 questions and the students need to answer 2 of them correctly for each learning objective.

**3. Homework (5 points)**

Students are expected to explain a marketing concept and provide examples to illustrate their understanding of the subject. They will have 24 hours to complete a 40 minutes assignment through Blackboard/Pearson portal. Students will write about the buyer decision process and illustrate with an example throughout the steps. Plagiarism will be penalized by reviewing the SafeAssign report generated by blackboard. 30% match or less will be allowed. More than 60% results in an F for the assignment

**4. Group project (10 points)**

The project work is a group task and includes development of a marketing plan for **an existing or new business**.

**Late submission maybe acceptable, but will be subject to a 2 marks deduction** from the score received, irrespective of the quality of work. **No excuses will be accepted after the final date of submission.**

The project presentation is a group activity, but each student will present her contribution in the research. Each student will be judged on the basis of his contribution to the report and understanding of the entire work.

The Final written report (**to be submitted on 05<sup>th</sup> of May** of this assignment is the final and complete MP report, edited to reflect the comments (feedback you receive during discussion with your teacher prior to the final submission) made during the semester by your tutor.

Please include cover page, and a Table of Contents in the document. Be sure to reference information sources and all exhibits that were utilized in footnotes at the bottom of each page or lower left-hand corner of each exhibit using the American Psychological Association (APA) format.

**Important: Project report will be graded based on the following criteria:**

1. Evidence of understanding and ability to apply course concepts
2. Quality of research (depth, breadth, appropriateness) and proper acknowledgement, including complete citations of references.
3. Quality of analysis and thoughtfulness of the conclusions and suggestions.
4. Appropriate language and tone, accurate spelling, correct grammar, appropriate punctuation, and logical organization. You will not receive the full point if your writing is awkward, contains significant grammatical or punctuation errors, or is disorganized. One point may be deducted for each grammar and/or spelling mistake.

**TENTATIVE SCHEDULE  
MKT 201: PRINCIPLES OF MARKETING**

Week	Topic	Reading
1 and 2	Creating and capturing customer value	Ch:1
3 and 4	Company and marketing strategy	Ch:2
5	Analyzing the marketing environment	Ch:3
6	<b>Mid semester Break</b>	

7	Consumer behavior	Ch:5
8	Customer value – driven marketing strategy	Ch:7
<b>Midterm Exam (Sunday 10<sup>th</sup> of Mar 12pm – 1 pm) Chapters 1, 2, 3, 5 and 7.</b>		
9 and 10	Products, services and brands	Ch:8
11	Developing new products and managing the PLC	Ch:9
12 and 13	<b>Eid Holidays</b>	
14	Pricing	Ch: 10
<b>Homework I (Thursday, 18<sup>th</sup> of April by 02:00 pm)</b>		
15 and 16	Marketing channels	Ch: 12
<b>Project Due (Sunday, 05th of May by 12:00 am)</b>		
16 and 17	Communicating customer value: IMC	Ch:14
18	<b>Project Presentations</b>	
<b>Final Exam (Sunday, 02<sup>nd</sup> of Jun, 08am-10am) Chapters 5, 8, 9, 10, 12 and 14.</b>		

**Important Calendar Events:**

S. No	Item	Day/Date
1	Project Groups' Info	Thursday, 25 <sup>th</sup> of January by 02:00 pm
2	Midterm I (In College)	Sunday 10 <sup>th</sup> of Mar 12pm – 1 pm
3	Homework	Thursday, 18 <sup>th</sup> of April by 02:00 pm
4	Project Due (Final report)	Sunday, 05th of May by 12:00 am
5	Final Exam (In College)	Sunday, 02 <sup>nd</sup> of Jun, 08am-10am

**Appendix I**

## **PROJECT REPORT(Guidelines)**

### **I. The final report will cover the below mentioned topics:**

#### **MARKETING PLAN (MP) FRAMEWORK**

- 1. EXECUTIVE SUMMARY** – A brief description of the company or a brief synopsis (preferably one page) of the Marketing Plan (MP).
- 2. SITUATION ANALYSIS** – Relevant background data on the current industry, competition, value chain in the markets the company serves, customers and the company.
  - A. INDUSTRY/MARKET**
    - Industry/Market size and growth
    - Trends
    - Describe any of the social, economic, technological, competitive, and regulatory trends/changes that may be pertinent/relevant to the performance of Industry, both currently and in the future.
    - Legal/Regulatory issues (if any)
  - B. COMPETITION**
    - Major players in the marketplace (Competitors)
    - Market shares (if available)
  - C. Supply CHAIN**
    - Participants or partners that comprise the Supply chain (i.e., suppliers, distributors, retailers, customers)
  - D. CUSTOMER**
    - Current customer needs/perceptions, demographics and supporting trends
    - Current market segmentation strategies (Geographic, Demographic, Behavioral etc.)
    - Current target markets and target marketing strategies
  - E. COMPANY**
    - Vision and/or mission statement of the firm
    - Description (core competencies) and value proposition
    - Analyze your target market (Who they are? What are they like? What are their needs?)
    - Marketing mix for applicable products and/or services
      1. Product/Service
      2. Promotion – integrated marketing communications (IMC)
      3. Place – distribution
      4. Pricing
- 3. EXPANDED SWOT ANALYSIS** – A SWOT analysis that also recommends ways to maximize the company's strengths and opportunities and mitigate weaknesses and threats regarding the company and marketing the new or existing product or service.
  - A. STRENGTHS**
  - B. WEAKNESSES**
  - C. OPPORTUNITIES**
  - D. THREATS**
  - E. STRATEGIES TO MAXIMIZE STRENGTHS AND OPPORTUNITIES**
  - F. STRATEGIES TO MITIGATE WEAKNESSES AND THREATS**
- 4. RECOMMENDATIONS** – Proposed initiatives to enhance the performance of the selected company.
  - A. SUMMARY**
    - A brief synopsis of overall recommendations
  - B. TARGET MARKET**

- The recommended target markets defined in terms of demographics, geography, psychographics and/or buyer characteristics
  - Positioning statements for target markets
- C. OBJECTIVES
- Market share (if available)
    - Marketing mix
      1. Product/Service
      2. Promotion
      3. Place – distribution
      4. Pricing
- D. MARKETING STRATEGIES
- Defined strategies to accomplish objectives.
    1. Product/Service to include positioning
    2. Promotion
    3. Place – distribution
    4. Pricing

**Editing Requirements:**

1. Format; font size 12, Times New Roman, 1.5 spacing
2. No more than 15 pages (excluding cover page, table of contents and referencing).
3. 5 members in each group.
4. Plagiarism will be penalized by reviewing the SafeAssign report generated by blackboard. 40% match or less will be allowed. More than 90% results in an F for the assignment. Between 40%-65% match results in a deduction of 1.5 points of the assignment grade, that is, the maximum a student can get is 85%. Between 65%-90 match results in a deduction of 3 points of the assignment grade, that is the maximum a student can get is 70%.
5. Any late submission result in an automatic deduction of 1.5 points, that is the maximum a student can get is 85%.

<b>Rubric</b>	<b>Good (1 point)</b>	<b>Fair (0.5 point)</b>	<b>Poor (0 point)</b>	<b>Score</b>
Executive summary	Summarized the report well mentioning all required information.	Summarized the report with some errors and missing information	Summarized the report in an incomprehensible way with most of the required information missing	
Situation analysis.	Presents an accurate analysis and each required item included in analysis.	Presents semi accurate analysis and a few required items are left out.	Presents mostly an inaccurate analysis and most items left out.	
SWOT analysis	All the four items analyzed and are covered accurately	Two to three items analyzed and has a few inaccuracies	One or no item analyzed and has significant inaccuracies.	
Recommendations	Accurate and significantly relevant recommendations provided. The degree of usefulness and meaningfulness of Recommendations presented is high	Semi accurate and a few irrelevant recommendations provided. The degree of usefulness and meaningfulness of Recommendations presented is less	Unable to present the recommendations. The degree of usefulness and meaningfulness of Recommendations presented is almost negligible.	
Quality of the content, originality of the work, sourcing and referencing	Content quality is very good, authentic and original work and sourcing and referencing very good.	Content quality is mostly good, authentic and original work with few questionable areas and sourcing and referencing mostly good.	Content quality is poor, authenticity and originality an issue and lacks proper sourcing and referencing too .	
Report layout, fulfilling the guidelines, requirements and teamwork	Very nicely edited, guidelines fulfilled, requirements met, and very good teamwork spirit shown.	Some sloppiness in editing, few requirements not met, a few instances of lack of team spirit.	Poorly edited, requirements not met, lack of team spirit.	
Overall Document organization	Logically and sequentially organized	Logically and sequentially organized to some extent	Not Logically and sequentially organized	
<b>Total Score</b>				

**Marketing Plan (Group Project) Grading Rubric for the presentation**

<b>Rubric</b>	<b>Excellent (1 point)</b>	<b>Good ( 0.5 points)</b>	<b>Poor (0 points)</b>	<b>Score</b>
<b>Organization of Ideas</b>	Presenter follows sequence and gives elaborated explanation	Presenter follows sequence but fails to give elaborated explanation	Presenter misses sequence also fails in explanation	
<b>Eye contact</b>	Presenter well maintains eye contact with the audience	Presenter well maintains eye contact but frequently looks into slides/notes	Presenter looks more into slides/notes	
<b>Effectiveness of Delivery</b>	Presenter speaks clearly understandable and matches the frequency of the audience	Presenter speech not understandable at some times and does not matches the frequency of the audience	Presenter speech not understandable and he is not able to present	
<b>Conclusion</b>	Effectively provides a sense of closure	Closure is little unclear	Closure is completely confused	
<b>Time</b>	Completes on time	Completes in time	Does not complete	
<b>Total</b>				