بسم الله الرحمن الرحيم

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| King Saud University  School of Business  Marketing Department | 2nd semester of 2012/2013  Instructor: Sara M Al Tuwaijri  Office # 50 |

Syllabus

Contemporary Issues in Marketing

MKT 420

COURSE DESCRIPTION: Real world marketing can be more challenging than what is presented in the textbooks. This course introduces students to exciting, important issues in contemporary marketing. Through a series of lectures and guided readings, students should develop a broader appreciation of the field and its foundations, plus insights into recent developments within the field of marketing. Therefore, the aim of this course is to provide students with an understanding and awareness of contemporary marketing issues and how marketing theory differs, adapts and changes with reference to modern issues, the unique challenges faced by marketers and the application of relevant theory in practice. Thus, this course contributes to the development of the generic skills of the students in the areas of effective communication, problem-solving, critical evaluation and creativity as well.

COURSE EXTERNAL RESOURCES: Various resources of articles, papers, and dissertations

REQUIRED TEXT: Hand out material

RECOMMENDED REFERENCES:

* Saren, M., Maclaran, P., Goulding, C., Elliot, R., Shanker, A., and Catterall, M. *‘Critical Marketing: Defining the Field’,* Butterworth-Heinemann
* Ian Fillis, "Creative Marketing For SMEs". DGM Icfai Books

EVALUATION CRITERIA

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| Midterm Exam | 20 marks |  |
| Assignments | 15 marks |  |
| Participation | 8 marks |  |
| Attendance | 2 marks |
| Project | 15 marks |
| Final Exam | 40 marks |
| Total | 100 |

\*\* NOTE: please note that there are no Make-up exams!!!!!!

CONTACT INFORMATION: For any questions or inquiries, feel free to send me an email on the following address: [saltuwaijri@ksu.edu.sa](mailto:saltuwaijri@ksu.edu.sa)

ATTENDENCE & PARTICIPATION POLICY

You are expected to attend all class sessions. Your participation is important! If you are absent for assigned work, I will use discretion to the nature (if any) of the make-up work. There are two types of absences: excused and unexcused. An excused absence is when you notify me prior to class, and I give you permission to be absent. All other absences are considered unexcused. You are allowed FOUR unexcused absences ONLY!

Class participation is important in a number of respects. First, it prepares you to the personal interaction that takes place in business and in life on a daily basis. Second, it forces you to prepare better (and regularly) because you know you will have to discuss the subject in class. You must prepare for class discussion by spending time on assignments and case studies. The first 10 minutes of each class will include a random selection of students discussing a recap of the previous lecture, so BE READY!!

Also, you are required to join and participate in the class discussion on Facebook frequently. Chat. Agree. Disagree. Ideally, the discussion board is an outlet for learning and expressing ideas and opinion based on reading and research. I'll post one discussion question per week. In turn, you will be required to:

* Post one answer to the weekly question (due every Wednesday before 11:55 PM)
* Respond to a total of four of your classmates' discussion postings (due every Friday before 11:55 PM)

Please note that all posts should contribute something substantial to the discussion. You should avoid posts that merely compliment (e.g. “Interesting post…”) or support (e.g. “I agree with you…”) another student’s work; you will not be given credit for these sorts of comments because they don’t intellectually contribute to the discussion. Since the discussions happen in real time, no late posts will be accepted for any reason. Do not post on the Discussion Board in advance unless you will be out of town or will not have Internet access the following week.

Postings on the weekly threads must relate to the topic at hand; off-topic discussion should be limited to the Social Forum. Points will be deducted from students who submit off-topic posts in the weekly discussion threads. Finally, points may be deducted if I see that you haven’t read a substantial number of posts for the week

LIST OF TOPICS

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| List of Topics | No of Weeks | Contact hours |
| Changing role of marketing in the modern organization | 1 | 3 |
| Main criticism of modern marketing | 1 | 3 |
| Importance of marketing for small and medium sized enterprises (SMEs) entrepreneurial issues | 1 | 3 |
| The nature and importance of globalization and the process of global marketing | 1 | 3 |
| Developments in the sphere of consumerism, environmentalism and 'green' marketing | 1 | 3 |
| Developments in the internet and related technologies and the potential impact on marketing practices. Social media issues | 1 | 3 |
| Diversity of marketing applications in the fields of social and not-for-profit marketing | 1 | 3 |
| Developments in the importance of the 'internal' marketing concept to the modern firm | 1 | 3 |
| Neuromarketing | 1 | 3 |
| Relationship marketing, experiential marketing and Guerilla marketing | 1 | 3 |