**Course:** Marketing Management (DAR 541)

**Section:** 61561

**Term:** Fall 2016

**Lecture Hours:** Tuesday 6:00 – 8:50pm

**Class:** CBA (Building 67) (Hall #...)

**Instructor**: Dr. Sultan Alkhuzam

**Email Address:** [alkhuzam@ksu.edu.sa](file:///D%3A%5Calkhuzam%5C3321%5Calkhuzam%40ksu.edu.sa) *Preferred*

**Phone:** 467-4076

**Office**: COB 86 S

**Office Hours:** Tuesday 2pm – 3pm, Monday 2pm-3pm or by appointment

**Course website**: <https://lms.ksu.edu.sa/> (Blackboard system)

**Description of Course Content:**

Survey of activities involved in marketing. Emphasis is on developing a managerial point of view in planning and evaluating marketing decisions of the firm. In the class, we will analyze decisions with respect to products, price, channel, and promotional variables and considers questions relating to cost efficiency, demand, social responsibility and regulations.

**Student Learning Outcomes:**

* Understand the role of marketing managers in organizations.
* Understand the fundamental concepts and practices in marketing.
* Become knowledgeable about the structure of marketing, its past and probable future.
* Recognize the numerous decision areas facing marketing decision-makers.
* Demonstrate familiarity with the complex environment affecting marketing decisions.
* Effectively communicate to diverse audiences in a concise, reasoned manner

**Required Textbooks:**

*Textbook:* MKTG 10 by Charles W. Lamb, Joseph F. Hair, and Carl McDaniel.

**ISBN-10: 130563182X**

**ISBN-13: 9781305631823**

*Supporting website:* Students are advised to visit the publisher website[www.cengage.com](http://www.cengage.com). The website has a rich content such as interactive e-book, practice quizzes, games, review cards, and more.

Earlier editions are also acceptable as long as student takes responsibility of keeping abreast of all revisions. Students are encouraged to search online for a better price and order early.

**E-mail Communication:**

Please send your message from your KSU e-mail account. The University requires that all correspondence among faculty, staff, and students originate from a University-assigned e-mail address. This policy is in place to protect your academic and personal information from unauthorized access. I will only send email communication to your KSU email accounts. If you have not activated your university email account, or are not in the habit of checking it at least daily, please make the required changes by the beginning of this semester.

**Grading:**

Your course grade is determined objectively based on the criteria listed below:

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| --- | --- | --- |
| **Grading Component** | **Points** | **Percentage** |
| Class Attendance and Participation | 200 points | 20% |
| Group Project | 300 points | 30% |
| Exam I | 150 points | 15% |
| Case Analysis | 100 points | 10% |
| Final Exam | 250 points | 25% |
| Total | 1000 points | 100% |

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| **Percent of Points** | **Grade** |
| 100-95 | A+ |
| 94-90 | A |
| 89-85 | B+ |
| 84-80 | B |
| 79-75 | C+ |
| 74-70 | C |
| 69-65 | D+ |
| 64-60 | D |
| Below 60 | F |

**Exams (40%):**

Students take one midterm exam during the regular semester. The exam is worth 15% of total grade and consists of essay questions from lecture and text material. In addition, comprehensive final exam consisted with essay questions will be given on the final week of the semester.

**Attendance and Participation (20%):**

As the instructor of this section, I highly encourage class attendance because it contributes heavily to the process of learning for students. Since this is a master level class, our class should be interactive and discussion based forum, so students’ attendance and contribution in form of questions and thoughts are very valuable to all of us. I expect to see you prepared for class, ready to participate in discussions, and, otherwise, make full use of the class time. Therefore, I have established following policy: I will maintain a records of students’ participation and take class attendance and rewards students with 20% credit for it.

**Case analyses (group) 10%:**

Case analysis is a good tool since it facilitates analytical thinking on managerial problems. These cases give you the chance to look at the present situation facing an organization, and after a systematic analysis, make recommendations that will produce a change in the results or outcomes. The cases are available in the required textbook (I might assign cases from external recourses)

Case write-ups are due at the beginning of the class (case write-up in form of bullet points). Each student is expected to participate and be prepared during our discussion in class.

In addition, all team members will grade the performance of peers in their group on commitment to the project, timely deliverable, and a sincere work ethic.

**Group Project (20%):**

The major assignment in the course is a team project that asks you to pick a product or product line for a **local** **company you like** and conduct a marketing analysis for it. The size of the company is not a factor. In fact, small companies will be more welcome, so you might share your analysis with the managements/owner and let them benefit from it. The analysis should include:

Each team, consisted of 4-5 students has to submit a final report (should not exceed 20 pages double-spaced font 12, not including appendixes) and a class presentation at the end of the term (25 min using PowerPoint slides). Students are encouraged to discuss and ask questions to the presenting team. In addition, all team members will grade the performance of peers in their group on commitment to the project, timely deliverable, and a sincere work ethic. **All details are in a separate document available in Blackboard.**

**Academic Integrity:**

It is the philosophy of King Saud University that academic dishonesty is a completely unacceptable mode of conduct and will not be tolerated in any form. All persons involved in academic dishonesty will be disciplined in accordance with University regulations and procedures. Discipline may include suspension or expulsion from the University.

"Scholastic dishonesty includes but is not limited to **cheating, plagiarism**, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts”

**Course Schedule**

(I might modify the syllabus. All changes will be communicated via Blackboard).

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| --- | --- | --- | --- |
| **Date Gregorian** | **Date** | **Topics** | **Readings and assignments** |
| Tuesday, September 20, 2016 | 19/12/1437 | Introductions, Syllabus, REP Program | Group formation |
| Tuesday, September 27, 2016 | 26/12/1437 | Overview of Marketing | Chapter 1 |
| Tuesday, October 4, 2016 | 03/01/1438 | Strategic Planning | Chapter 2 |
| Tuesday, October 11, 2016 | 10/01/1438 | Marketing Environment | Chapter 4 |
| Tuesday, October 18, 2016 | 17/01/1438 | Developing a Global Vision | Chapter 5 |
| Tuesday, October 25, 2016 | 24/01/1438 | Consumer Decision Making | Chapter 6 |
| Tuesday, November 1, 2016 | 01/02/1438 | Segmentation and Targeting Markets | Chapter 8 |
| Tuesday, November 8, 2016 | 08/02/1438 | **MIDTERM EXAM** | Cove chapter 1, 2, 4, 5, 6, and 8. |
| Tuesday, November 15, 2016 | 15/02/1438 | **Midterm Break – Be Safe!** |   |
| Tuesday, November 22, 2016 | 22/02/1438 |  Marketing Research | Chapter 9 |
| Tuesday, November 29, 2016 | 29/02/1438 | 4Ps: Product Decision  | Chapter 10, 11 |
| Tuesday, December 6, 2016 | 07/03/1438 | 4Ps: Distribution Decision  | Chapter 13, 14 |
| Tuesday, December 13, 2016 | 14/03/1438 | 4Ps: Promotion and Communication Decision  | Chapter 15,16,18 |
| Tuesday, December 20, 2016 | 21/03/1438 | 4Ps: Pricing Decision  | Chapter 19 |
| Tuesday, December 27, 2016 | 28/03/1438 | Group Presentations |   |
| Tuesday, January 3, 2017 | 05/04/1438 | Group Presentations |   |
| Tuesday, January 10, 2017 | 12/04/1438 | **FINAL EXAM**  | Comprehensive Exam  |