

# **PRINCIPLES OF MARKETING**

## **MKT 201**

**Instructors:** Homoud A Alrwais

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### **Required Text Book:**

PRINCIPLES OF MARKETING, 14th Edition, Philip Kotler and Gary Armstrong

### **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 homework assignments. 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, homework 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.

## Method of Assessment (100 total potential points)

### 1. **Exams:** (85 points)

There will be three exams. MID 1 is worth 25 points. The first exam includes the first four chapters. MID Two is worth 30 points and has chapters 5, 7 & 8 as its material. The final exam is worth 40 points and will be administered at the finals week. The date will be posted when final exam schedule is available. There will be **no make-up Exams** without official excused documentation for your absence.

Exams are **comprehensive**. Each exam will cover chapters from the assigned readings from the textbook and Power Point Slides. Exams will consist of multiple-choice and True or False Statements and could include Short Essay Questions

### 2. **Attendance and assignments** (15 points)

Students will work on numerous assignments during the semester. Each assignment will be discussed and explained to the class at time.

Attendance Policy: You should be in at the beginning of the hour. Students are expected to attend every class, having completed the reading assignments, and well prepared and ready to participate in class discussions, exercises, and homework. Use your own judgment; attendance usually has a high correlation with how well you do in a course. **If you are late**, please call back at the end of the class **Don't knock the door to enter the class.** **Each unexcused missed class will result in a deduction of half a point from the total points for the course.** It is the university policy to ensure that students take full advantage of their classes. In case of unexcused absences exceeding %25 of semester classes the student will be rewarded with (حرمان).

**Assignment and Presentation:** as part of the ongoing academic training and enhancement, you will be assigned in a group that will carry on the task of analyzing a case or a topic and providing a short report. Further, the group will give a short presentation to discuss their findings with their colleagues. This is due at the end of the semester.

## Semester Grade

The final grade will be awarded as follows:

<b>A+ = 95 % and above</b>	<b>C+ = 75 – 79%</b>
<b>A = 90.0 – 94%</b>	<b>C = 70 – 74%</b>
<b>B+ = 85 – 89%</b>	<b>D + = 65 – 69%</b>
<b>B = 80 – 84%</b>	<b>D = 60 – 64%</b>
<b>F = 59% and below</b>	

## Academic Dishonesty:

If you are unlucky and were caught cheating, the Grade of F will be awarded automatically. University policy will be enforced with Zero tolerance.

## Students with Disabilities:

If you are disabled, please inform me as soon as possible so that I can do my best to make the class handicap friendly. In the case of injuries that prevent a student from executing his daily course work, the student is advised to keep me posted to accommodate his needs.

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

<b>Date</b>	<b>Topic and Assignment</b>
Class 1	Introductions, The Basics, Administrative Responsibilities,
	Chapter 1
Class 2	Chapter 1 + 2
Class 3	Chapter 2
Class 4	Chapter 3
Class 5	Chapter 3
Class 6	Chapter 4
Class 7	Chapter 4
Class 8	Mid 1 + Chapter 5
Class 9	Chapter 5
Class 10	Chapter 6
Class 11	Chapters 8
Class 12	Chapter 9
Class 13	Mid 2 + Chapter 10
Class 14	Chapter 10
Class 15	Chapter 12
Class 16	Chapter 14