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| **BA 541: Marketing Management**  Marketing Department  College of Business Administration, King Saud University  **COURSE SYLLABUS** | | |
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| Instructor: | Dr. Mohammad Almotairi | Term: | 1 - 2016/17 | |
| Office: | 4674023 | Class Meeting Days: | Tuesday | |
| Phone: |  | Class Meeting Hours: | 10:00 – 12:30 | |
| E-Mail:  Twitter: | [mohalmotairi@ksu.edu.sa](mailto:mohalmotairi@ksu.edu.sa)  @MAlmotairi | Class Location: | CBA | |
| Website: | <http://fac.ksu.edu.sa/mohalmotairi/home> | Lab Location: |  | |
| Office Hours: | Monday, Tuesday, Thursday and Thursday: 12 :00 – 1:00 |  |  | |
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# Welcome!

# Course Overview

This course emphasizes the managerial aspects of the Marketing function. The focus is placed upon the criteria, both quantitative and qualitative, used in evaluating marketing alternatives and in choosing among these alternatives. The course includes topics related to the decision making process in the following areas: marketing research and marketing information systems, consumer behavior, product development and management, advertising and promotion, sales management, cost and demand analysis, competition, pricing, and channels of distribution. Emphasis is also placed on service and international marketing.

# Course Objectives

The course aims at expanding students' knowledge about marketing with special emphasis on developing the students' ability to identify and evaluate the situations where critical managerial decisions are to be made. In particular, the course endeavors to achieve complete understanding of the following areas:

1.      The critical role of marketing in contemporary organizations.

2.      The processes of strategic marketing planning and marketing management.

3.      The use of marketing tools and techniques to analyze marketing opportunities:

4.      The use of research methods to identify and [select](http://faculty.ksu.edu.sa/DrSoliman/Pages/BUS541-Fall2009Syl.aspx) target markets:

5.      Designing Marketing [Strategies](http://faculty.ksu.edu.sa/DrSoliman/Pages/BUS541-Fall2009Syl.aspx) and Programs:

6.      Organizing, implementing, and controlling marketing programs.

# Course Credits

3 Credit Hours.

# Required Texts and Materials

1. Kotler, Keller, Hassan, Baalbaki and Shamma, Marketing Management. Arab World Edition, 2012. Pearson, UK..

# Supplementary (Optional) Texts and Materials

1. Winer & Dhar, Marketing Management: Pearson New International Edition, 4/E, 2013
2. Handouts.

# Basis for Final Grade

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| Assessment | Percent of Final Grade |
| Midterm Exam | 30% |
| Case study (1 & 2) | 15% |
| Assignments | 15% |
| Final Exam | 40% |
|  | 100% |

# Course Policies: Grades

**Case Analysis:**

Case assignments are undertaken in 3-4 member groups. The case report should be typed double-space, in English, and edited for spelling and grammatical mistakes. Case reports should be handed in at the beginning of each due session with enough copies made to the group members for their own use. All group members are expected to participate in oral presentation using Microsoft PowerPoint. No late reports will be accepted. The cover page of each case report should carry the following information.

**Reading Assignments**

Reading assignments are individual assignments. Read each assigned article and provide a brief argument/answer for the following questions:

1.   What is the author(s)’ message?

* + Major theme (in one sentence if possible).

      Purpose of the message.

      Author(s)’ viewpoint.

2.   What evidence is offered to support this theme?

* + Three or four key points supported by references, facts, quotes, etc.

3.   How well is the argument presented?

* + Logical consistency.
  + Limitations and/or assumptions.
  + Completeness.

4.   What is the significance of this article for marketing management/strategy?

* + Managerial usefulness of ideas presented.
  + Contribution to your understanding of the topic/issue.

**Late Work Policy**:

There are no make-ups the midterm or the final exam. Projects turned in late will be assessed a penalty: a half-letter grade if it is one day late, or a full-letter grade for 2-7 days late. Projects will not be accepted if overdue by more than seven days.

**Group Work Policy**:

Everyone must take part in a group project. All members of a group will receive the same score; that is, the project is assessed and everyone receives this score. However, that number is only 90% of your grade for this project. The final 10% is individual, and refers to your teamwork. Every person in the group will provide the instructor with a suggested grade for every other member of the group, and the instructor will assign a grade that is informed by those suggestions. Also, everyone must take part in a group presentation. Once formed, groups cannot be altered or switched.

# Course Policies: Student Expectations

**Attendance Policy**:

Attendance is highly appreciated and will be a crucial factor in the final evaluation of students.

**Professionalism Policy**:

Per classroom etiquette; mobile phones, iPods, *etc*. **must be silenced** during all classroom and lab lectures. Those not heeding this rule will be asked to leave the classroom immediately so as to not disrupt the learning environment. Please arrive on time for all class meetings. Students who habitually disturb the class by talking, arriving late, *etc*., and have been warned may suffer a reduction in their final class grade.

**Plagiarism**

Be sure that your work is genuine. Always cite the references.