

**Course:** Principles of Marketing

**Section:** MKT 201

**Term:** Spring 2016

**Lecture Hours:** MWF 10:00 – 11:50am

**Class Location:** COBA

**Instructor**: Dr. Sultan Alkhuzam

**Email Address:** [alkhuzam@ksu.edu.sa](mailto:alkhuzam@ksu.edu.sa) *Preferred*

**Phone:** 4693434

**Office**: BB 630

**Office Hours:** Mon 2pm – 3pm, Wen 2pm-3pm or by appointment

**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 analyzes 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.

**Course Pre-requisites:**

ECON 101 and MGT 101 Please talk to academic advisor if you need any clarifications.

**Required Textbooks:**

*Textbook:* MKTG 8 by Charles W. Lamb, Joseph F. Hair, and Carl McDaniel.

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.

For taking exams:

* Scantron forms [form number 882-E].
* A No. 2 lead pencil.

**Grading:**

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

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| --- | --- | --- |
| **Grading Component** | **Points** | **Percentage** |
| REP participation | 50 points | 5% |
| Exam I on | 250 points | 25% |
| Exam II on | 250 points | 25% |
| Exam III on | 250 points | 25% |
| Class Attendance | 50 points (extra) | 5% (extra) |
| Group Project | 200 points | 20% |
| Total | 1050 points | 105% |

|  |  |
| --- | --- |
| **Percent of Points** | **Grade** |
| 90-100 | A |
| 80-89 | B |
| 70-79 | C |
| 60-69 | D |
| Below 60 | F |

**RESEARCH EXPERIENCE PROGRAM (REP):**

The Department of Marketing requires that all students taking Principles of Marketing complete a four-unit research requirement through participation in the department’s Research Experience Program (REP). This will involve participation in research sessions conducted by Marketing faculty and doctoral students. The purpose of the REP is to provide an exposure to the process by which knowledge in Marketing is developed, and to enhance students’ appreciation of the nature and role of marketing research topics and methods. Researchers will also benefit from your involvement in the REP, as they will have increased participation in their studies and have better comprehension of important Marketing phenomena and processes.

**Exams:**

Students take three non-cumulative exams during the regular semester. Each exam worth 25% of total grade and consists fifty multiple-choice questions covered in lecture and text material. In addition, an optional fifty multiple-choice questions comprehensive final exam will be given on May 11t. As you might notice, I did not include the **optional comprehensive final exam** in the Grading Scheme. The comprehensive final exam must only be taken if you wish to improve your overall average. If you miss a regularly scheduled exam during the semester, you must use the final as your make-up exam. However, if you have taken all three of the regularly scheduled exams, the comprehensive final exam may be used to replace your lowest exam score. Taking the comprehensive final exam cannot hurt your final grade in MGT 201. If your score on the final exam is your worst exam score, your grade on the final exam will be dropped.

**Attendance:**

As the instructor of this section, I highly encourage class attendance because it contributes heavily to the process of learning for students. 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. Therefore, I have established following attendance policy: I will take class attendance and rewards students with 5% extra credit for it. As shown in the grading Scheme, the 5% is a bounce for students.

**Group Project:**

A group of 3-4 students will pick a product or product line 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:

* **Background** *(20 points)*
  + - *Brief introduction and history of your company*
    - *Brief SWOT analysis (strengths, weaknesses, opportunities and threats)*
    - *Market share for company and 2-3 key competitors for the most recent year*
* **Product** *(35 points)*
  + - *Product life cycle stage for the brand*
    - *Type of product*
    - *Product strategy used*
* **Price** *(35 points)*
  + - *Price range of your brand*
    - *Competitive pricing for 2-3 key competitors*
    - *Pricing strategy*
* **Place** *(35 points)*
  + - *Number of locations (including headquarters, manufacturing sites, sales outlets, etc.)*
    - *Distribution strategy*
* **Promotion** *(35 points)*
  + - *Promotion objective*
    - *Promotion strategy*
    - *Promotion tools used*
* **What are your recommendations “your two cents”?** *(40 points)*
  + - *Present a discussion of how you would alter the situation described above to improve the Marketing effectiveness of the brand.*
    - *Organize your thoughts according to the four elements of the Marketing Mix (*4Ps*)*

Each group will have 20 min to present their work in class using PowerPoint slides. In addition, a written report of the group project should be turned in to the instructor no later than May 11th. The report should not exceed 10 double spaced pages font 12). Students are encourage to discuss and ask questions to the presenting team.

**Course Schedule**

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

| **Date** | **Topics** | **Readings and assignments** |
| --- | --- | --- |
| Jan. 21 | Introductions, Syllabus | Group formation |
| Jan. 23 | Overview of Marketing | Chapter 1 |
| Jan. 26 | Overview of Marketing | Chapter 1 |
| Jan. 28 | Strategic Planning | Chapter 2 |
| Jan. 30 | Strategic Planning | Chapter 2 |
| Feb. 2 | Ethics and Social Responsibility | Chapter 3 |
| Feb. 4 | Ethics and Social Responsibility | Chapter 3 |
| Feb. 6 | Marketing Environment | Chapter 4 |
| Feb. 9 | Marketing Environment | Chapter 4 |
| Feb.11 | Developing a Global Vision | Chapter 5 |
| Feb. 13 | Developing a Global Vision | Chapter 5 |
| Feb. 16 | Review | Chapter 1,2,3,4,and 5 |
| Feb. 18 | **TEST 1** |  |
| Feb. 20 | Consumer Decision Making | Chapter 6 |
| Feb 23 | Consumer Decision Making | Chapter 6 |
| Feb. 25 | Consumer Decision Making Guest Speaker | Chapter 6 |
| Feb. 27 | Segmentation and Targeting Markets | Chapter 8 |
| Mar. 2 | Segmentation and Targeting Markets | Chapter 8 |
| Mar. 4 | Marketing Research | Chapter 9 |
| Mar. 6 | Marketing Research | Chapter 9 |
| Mar. 16 | Product Concepts | Chapter 10 |
| Mar. 18 | Product Concepts | Chapter 10 |
| Mar. 20 | Developing and Managing Products | Chapter 11 |
| Mar. 23 | Developing and Managing Products | Chapter 11 |
| Mar. 25 | Services and Non-Profits | Chapter 12 |
| Mar. 27 | Review | Chapter 6,8,9,10,11, and 12 |
| Mar. 30 | **TEST 2** |  |
| Apr. 1 | Services and Non-Profits (Last day to drop classes) | Chapter 12 |
| Apr. 3 | Marketing Channels | Chapter 14 |
| Apr. 6 | Retailing | Chapter 14 |
| Apr. 8 | Marketing Communications | Chapter 15 |
| Apr. 10 | Promotional Planning | Chapter 16 |
| Apr. 13 | Promotional Planning | Chapter 16 |
| Apr. 15 | Advertising and Public Relations | Chapter 17 |
| Apr. 17 | Advertising and Public Relations | Chapter 17 |
| Apr. 20 | Pricing Concepts | Chapter 19 |
| Apr. 22 | Review | Chapters 12,14,15,16,17, and 19 |
| Apr. 24 | **TEST 3** |  |
| Apr. 27 | Setting the Right Price | Chapter 20 |
| Apr. 29 | Setting the Right Price | Chapter 20 |
| May. 1 | Social Media and Marketing | Chapter 18 |
| May. 4 | Social Media and Marketing | Chapter 18 |
| May. 6 | Group Project Presentation |  |
| May. 8 | Group Project Presentation |  |
| May. 11 | **FINAL EXAM 11:00-1:30 p.m.** | Comprehensive Exam |