
Course Syllabus
MKT – 420 : Contemporary Issues in Marketing

Instructor:	Prof. Ahmed Alshumaimri	2 nd Semester – Year 2020 - 2021
Office:	Marketing Department - Office 132	Section:
E-Mail:	alshum@ksu.edu.sa	Lecture Room: On-line
Website:	http://faculty.ksu.edu.sa/Alshum/home	Course credit: 3
Office Hours:	Monday, 10 :00 – 1:00 Wednesday 10 :00 – 1:00	

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 OBJECTIVES:

After successfully completing this course you should be able to:

- Read the developed literature in marketing.
- Develop the knowledge in the area of contemporary marketing.
- Learn the modern application of marketing in real life.
- Communicate your ideas in written form.

REQUIRED TEXT: Readings from different resources- Additional resources & reading material will be provided

Content Summary:

The specific content areas vary each semester with developments in practice, theory and access to expert sources, but topics may cover:

- literature Review
- Historical Development
- Trends in marketing
- Social Media marketing

Teaching strategy:



- Support Materials: Besides above mentioned text book there will be different resources: articles, handouts, template, Google scholar, ABI info.
- Attend class on time.
- Communication with students must be through Learning Management System (LMS): <https://lms.ksu.edu.sa/webapps/login/>
- All assignment must be typed, referenced, dated.
- Assignments MUST be submitted with the following information clearly displayed on the cover:
 - o Student name
 - o Student number
 - o Course code and course name
 - o Session number
 - o Assignment due date and time
 - o Staff's name

Evaluation:

Requirement	Grade %	Note
Participation + attendance	10	Every class
Assignments	10	
Midterm Exam	15	Tuesday
Project	25	TBA
Final	40	Finals time
Total	100	

CONTACT INFORMATION: For any questions or inquiries, feel free to send me an email on the following address: alshum@ksu.edu.sa