College of Business Adminstration

Department of Marketing

Marketing 201: Principles of Marketing

2014-2015

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**COURSE DESCRIPTION:**

This course is designed to help students learn about and apply the basic concepts and practices of modern marketing as they are used in a wide variety of settings: product and service firms, consumer and business markets, profit and nonprofit organizations, domestic and global companies, and small and large businesses.

Principles of Marketing takes a practical, managerial approach to marketing. The text provides a rich depth of practical examples and applications, showing the major decisions that marketing managers face in their efforts to balance the organization's objectives and resources against needs and opportunities in the marketplace. Each chapter opens with a major example describing an actual company situation. Boxed marketing highlights, short examples, picture and advertising illustrations, and company and video cases highlight high interest ideas, stories, and marketing strategies.

Principles of Marketing tells stories of successful modern day marketers from Nascar‘s emergence as a national phenomenon to Timberland‘s concept of social responsibility. These and dozens of other examples and illustrations throughout each chapter reinforce key concepts and bring marketing to life.

Each week we'll focus on key concepts of marketing with class conferencing, email assignments, case studies, and other activities that will help us understand the issues, and problems encountered in marketing. The concepts are reinforced and expanded in the textbook assignments.

**COURSE OBJECTIVES:**

Students should be able to:

1. Articulate the essential functions of business, but more especially the role of marketing activities for the firm.

2. Demonstrate and understanding of the environment of business.

3. Demonstrate an understanding, identify, and apply the concept of the marketing mix: product, pricing, promotions, and distribution tactics of the firm.

4. Demonstrate a basic understanding of consumer behavior.

5. Apply the concepts of marketing strategy to analyze a business case scenario, and provide recommendations for the firm.

6. Apply the knowledge of a firm’s operational strategy to the marketing mix concepts, and deduce its impact to the community at large.

**Measurable Learning Outcomes:**

* Describe the field of marketing.
* Demonstrate knowledge of the elements of the marketing mix.
* Critique the selection of target markets.
* Demonstrate knowledge of and be able to analyze the different marketing environments.
* Demonstrate knowledge of the different objectives of pricing.
* Describe the different elements of the promotion mix.
* Examine different pricing strategies available to marketers.
* Compare the different distribution channels available to marketers.
* Draw and label the product life cycle. Describe how the marketing mix elements change with changes in the product life cycle.
* Identify the components of consumer markets and consumer buyer behavior.
* Identify the components of business markets and business buyer behavior.
* Develop competitive strategies that will build lasting positive relationships.

**COURSE TEXT:**

* **Kotler, P. & Armstrong, G.** (2010) Principles of Marketing (13th ed.) Pearson.

**COURSE EXPECTATIONS:**

1. Students are expected to come to class. You need to discuss any situations that are impacting your attendance – as they arise – and in advance. There is no make-up for exams and quizzes, and no late assignments accepted.

2. Students are expected to be prepared for class. You need to read the material designated for the day and be ready to participate in the order of business for the day.

3. Students are expected to do and submit their own work. Be sure to cite any thing that is not your original thought!

4. Students are expected to demonstrate professionalism and integrity.

5. Students are expected to do two library assignments.

6. Students are expected to do the ethics exercises at the end of each chapter as assigned.

**COURSE EVALUATION:**

Performance in this course will be measured using the following key activities:

1. Exams. There will be three exams that will cover major concepts in the course. The formats for exams can include items that are multiple-choice, true/false, and a short answer question (any combination)..

2. Case Study. There is a business case assigned for this course. Cases will require you to review information about a company, identify salient issues about its operation and describe its marketing strategy. In addition, analysis requires the student to make recommendations about courses of action fro the firm. While there is no expected response for this activity, your analysis and findings should come from your course text, course readings, and information that you have researched about the firm. You will be provided additional information about this assignment in class. It should be typed, at least 1 ½ line space, at least 3 pages, and properly cited.

3. Quizzes.

4. Team project: develop a marketing plan for a product that is not really exist .

5. Instructor’s Assessment. In the business world, your supervisor gives you a performance evaluation, which determines tenure, promotion, raises etc. This is sometimes (more times than not), a subjective assessmentThis will be measured by attendance, punctuality, preparation, attentiveness, professionalism, etc.

**GRADING PLAN**

1- Final Exam 40%

2- Midterm exam1 20% (will be on 2-1-1436 /26-10-2014)

3- Midterm exam2 20% (will be on 1-2-1436/ 23-11-2014)

4- Quizzes 5% (There will be 2 Quizzes during the semester ,

the 1st will be on 20-12-1436,14-10-2014 , the 2nd will be on 25-1-1436/18-11-2014

5-participation 5% (There will be 3 case studies during the semester)

6- Project 5 % + Assignments 5% (make advertisement for your project)

**Group project**

You have to create an idea of a product or service that doesn't exist in the market.

Then, try to apply what you have studied through:

1- Mission for your product or service.

2-Brand name.

3- the value proposition

4- Market segmentation (geographic, Demographic, Behavioral segmentation ……. Ch7)

5-Explian the four P’s of Marketing (product, price, promotion, place).

A-Suppliers

B-Marketing intermediaries

C-Competitors

7-Demographic Information

A- Location

B- customers ‘average age, income, gender , …..

8-SWOT analysis

9- Marketing targeting strategies (ch7)

10-Advertising

The project is due on 2/15/1436- 7-12-2014

**Content outline:**

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| Week | Topic | Reading |
| 1 | Creating and capturing customer value | Ch:1 |
| 2-3 | Company and marketing strategy | Ch:2 |
| 3-4 | Analyzing the marketing environment | Ch:3 |
| 4-5 | Managing marketing information | Ch:4 |
| 5-6 | Consumer behavior | Ch:5 |
| 6-7 | Creating value for target markets | Ch:7 |
| 7-8 | Building customer value | Ch:8 |
| 9-10 | New product development and product life cycle | Ch:9 |