

Instructor	AMANI BANI AL-KAHTANI
Section – Class Hours – Classroom	45789 (11 - 12) (Bldg#3, the first floor, A 45)
Office Hours	SUN 9 – 10 / 12-1 TUE 9 – 10 / 12-1 THU 9 - 11
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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 take 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 an 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.** (2012) Principles of Marketing (15th 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 form 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 does 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 Assessment this will be measured by attendance, punctuality, preparation, attentiveness, professionalism, etc.

GRADING PLAN

	Assignments	Points	Comments
1-	Final Exam	40	
2-	Exam1	15	Will be on Sunday 28-2-2016 (19-5-1437)
3-	Exam2	20	Will be on Sunday 3-4-2016 (25-6-1437)
4-	Project	15	(5) points for presentation (10) points for report
5-	Video case	2.5	
6-	Assignments	2.5	
7-	Tutorial class For students who got C+, C,D+,D in MGT 101 Or students who will fail in exam1 (9 points and less in exam1)	5	With Ms. May Almawash
8-	Students who got A+, A, B+, B in MGT 101 and students who will get more than 9 points in exam1 have to do individual assignment.	5	You willtake simulation and its quiz.

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-Expian the four P's of Marketing

- Product

- Price (Ch. 10)

- Promotion (Ch. 14)

- Place (Ch. 12)

6- Microenvironment.

-Suppliers

-Marketing intermediaries

-Competitors

8-SWOT analysis

9- Marketing targeting strategies (ch7)

10 – Advertising

Due Dates:

TUSEDAY 19-4-2016 (12-7-1437H)

Content outline:

Week	Topic	Reading
1-2	Creating and capturing customer value	Ch: 1
3-4	Company and marketing strategy	Ch:2
4-5	Analyzing the marketing environment	Ch:3
5-6	Managing marketing information	Ch:4
6-7	Consumer behavior	Ch:5
7-8	Creating value for target markets	Ch:7
8-9	Building customer value	Ch:8
9-10	New product development and product life cycle	Ch:9
11	Pricing	Ch: 10
12	Marketing channels	Ch: 12
13-14	Communicating customer value	Ch:14
15	Project Presentations	