

PRINCIPLES OF MARKETING

MKT 201

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Instructor
Department of Marketing

Office: Marketing Department office 90

Office hours: Refer to the schedule (Please send an email to schedule a meeting)

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Required Text Book:

PRINCIPLES OF MARKETING, 14th Edition, Philip Kotler and Gary Armstrong

Course Description:

This course is the introductory marketing course for business majors and other interested students attending at King Saud University. Marketing is a dynamic, competitive and creative activity that is part of our everyday lives. Studies have stressed that an average person is exposed to many marketing oriented activities daily, thus many of us don't realize it. There are many aspects of marketing that you have not considered systematically. The general purpose of this course is to provide you a basic understanding of what marketing is all about. The course begins with classes that deal with what is marketing, marketing management, and the marketing environment and will provide a broad picture of the course. Following this, the course will examine such issues as marketing research, consumer behavior, segmentation, targeting, and positioning strategies. During the rest of the semester the course will cover product strategy, pricing strategy, distribution strategy, and promotional strategy.

Course Objective:

By the end of the semester, students should be able to:

- Develop an understanding of key marketing concepts and terminology.
- Identify and describe the marketing environment.
- Understand the process of market targeting (segmentation, targeting, and positioning).
- Gain an understanding of each element of the marketing mix and how they should be combined in forming various marketing strategies and programs.

Course Nature:

Multiple teaching methods will be employed - lectures, class discussions, in-class exercises, and homework assignments. You will be expected to read and think about the assigned materials. Lectures will be used to introduce topics, to highlight key points, and to give you information that can't be given as effectively any other way. In-class exercises, homework assignments, and dialogue will help you understand and apply the information, as well as to provide variety. The more you participate – by sharing examples, opinions, and experiences – the more valuable, and fun, this class will be for all of us. We will all learn from one another and each student in this class can, undoubtedly, contribute information that adds fresh perspective to any topic.

Method of Assessment (100 total potential points)

1. **Exams:** (90 points)

There will be two exams. First exam is worth 20 points the second exam is worth 30 points. Dates for exams are determined on the progress of the course work. The first exam is due at the end of the fourth chapter. The second exam is due after the completion of the ninth chapter. The final exam is worth 40 points and will be administered at the finals week. The date will be posted when final exam schedule is available. There will be **no make-up Exams** without official excused documentation for your absence.

Exams are **comprehensive**. Each exam will cover chapters from the assigned readings from the textbook, Power Point Slides. Exams will consist of multiple-choice and True or False Statements and could include Short Essay Questions.

2. **Assignments:** (10points)

There will be assignments throughout the semester .

3. **Attendance Policy:**

You should be in at the beginning of the hour. Students are expected to attend every class, having completed the reading assignments, and well prepared and ready to participate in class discussions . Use your own judgment; attendance usually has a high correlation with how well you do in a course. **If you are late**, please call back at the end of the class **Don't knock the door to enter the class.**

It is the university policy to ensure that students take full advantage of their classes. In case of unexcused absences reaching %25 of semester classes the student will be rewarded with (**denial**) .

Semester Grade

The final grade will be awarded as follows:

A+ = 95 % and above	C+ = 75 – 79%
A = 90.0 – 94%	C = 70 – 74%
B+ = 85 – 89%	D + = 65 – 69%
B = 80 – 84%	D = 60 – 64%
F = 59% and below	

Academic Dishonesty:

If you are unlucky and were caught cheating, the Grade of F will be awarded automatically. University policy will be enforced with Zero tolerance.

Students with Disabilities:

If you are disabled, please inform me as soon as possible so that I can do my best to make the class handicap friendly. In the case of injuries that prevent a student from executing his daily course work, the student is advised to keep me posted to accommodate his needs.

TENTATIVE SCHEDULE:

MKT 201: MARKETING PRINCIPLES

Date	Topic and Assignment
Week 1	Introductions, The Basics, Administrative Responsibilities,
Week 2	Chapter 1
Week 3	Chapter 1&2
Week 4	Chapter 2
Week 5	Chapter 3
Week 6	Chapter 4
Week 7	Chapter 5
Week 8	Chapter 5 Mid 1: Tuesday, 18 Mar at 6 pm Chapters: 1,2,3& 4 20 points
Week 9	Chapter 7
Week 10	Chapter 8
Week 11	Chapters 9
Week 12	Chapter 10
Week 13	Chapter 12 Mid 2: Tuesday 29 April at 4 pm Chapters: 5,7&8 30 Points
Week 14	Chapter 14
Week 15	Chapter 14

Best Wishes,