

541 MKT: Marketing Management

Marketing Department

College of Business Administration, King Saud University

COURSE SYLLABUS

Instructor:	Prof. Ahmed Alshumaimri	Term: one 1438-1439	1 - 2017/18
	Marketing Department	Class Meeting Days:	Tuesday
	Office 132	Class Meeting Hours:	6:00PM – 9:00PM
E-Mail:	alshum@ksu.edu.sa	Class Location:	CBA – F54
Website:	http://fac.ksu.edu.sa/alshum	Course credit:	3 Hours
Office Hours:	Monday, 10 :00 – 2:00		

1. Course Overview

This course emphasizes the managerial aspects of the Marketing function. The focus is placed upon the criteria, both quantitative and qualitative, used in evaluating marketing alternatives and in choosing among these alternatives. The course includes topics related to the decision making process in the following areas: marketing research and marketing information systems, consumer behavior, product development and management, advertising and promotion, sales management, cost and demand analysis, competition, pricing, and channels of distribution. Emphasis is also placed on service and international marketing.

2. Course Objectives

The course aims at expanding students' knowledge about marketing with special emphasis on developing the students' ability to identify and evaluate the situations where critical managerial decisions are to be made. In particular, the course endeavors to achieve complete understanding of the following areas:

1. The critical role of marketing in contemporary organizations.
2. The processes of strategic marketing planning and marketing management.
3. The use of marketing tools and techniques to analyze marketing opportunities:
4. The use of research methods to identify and select target markets:
5. Designing Marketing Strategies and Programs:
6. Organizing, implementing, and controlling marketing programs.

3. Required Texts and Materials

1. Kotler, Keller, Hassan, Baalbaki and Shamma, Marketing Management. Arab World Edition, 2012. Pearson, UK..

4. Supplementary (Optional) Texts and Materials

1. Winer & Dhar, Marketing Management: Pearson New International Edition, 4/E, 2013
2. Handouts.

5. Basis for Final Grade

Assessment	Expected Date	Percent of Final Grade
Midterm Exam	21 Nov 2017	18%
Participation & Attendance	-	6%
Individual assignment and cases	5 Dec 2017	6%
Group project	12 Dec 2017	30%
Final Exam	-	40%
		100%

6. Group project

- The Marketing Plan Project (Group project): Students form groups of 3-4 individuals and each group select a product-market for an existing organization. Students will select a company that allows better access to company financial and marketing data to be used for the marketing plan project. As part of an in-class simulation, the group will play the role of a marketing management team that is in charge of the 2017 marketing plan for a specific product/service/brand or market.
- You may consider selecting a local company or organization that is interested in your output. This gives the company an interest in cooperating in your data collection efforts, which might make data gathering easier or more relevant.
- You need to form your group and define your topic by the second class session. It is important to identify your group's skill sets and experiences in order to plan our project research, analyzing, writing, and presentation activities

7. Presentations

Class presentation for should be about 10 --15 minutes (16--20 slides). It is not necessary to present every detail that is in the paper. Focus on the most relevant and interesting points from each section. Creativity is encouraged in all presentations. The report and presentation must be "professional" as if you are presenting to senior management, not as a casual essay or submission.

8. Individual assignment

Instructor will give each student an individual assignment. Each student will then write a short report about his assignment.

9. Late Work Policy:

There are no make-ups the midterm or the final exam. Projects turned in late will be assessed a penalty: a half-letter grade if it is one day late, or a full-letter grade for 2-7 days late. Projects will not be accepted if overdue by more than seven days.

10. Group project:

Everyone must take part in a group project. All members of a group will receive the same score; that is, the project is assessed and everyone receives this score. However, that number is only 90% of your grade for this project. The final 10% is individual, and refers to your teamwork. Every person in the group will provide the instructor with a suggested grade for every other member of the group, and the instructor will assign a grade that is informed by those suggestions. Also, everyone must take part in a group presentation. Once formed, groups cannot be altered or switched.

11. Attendance Policy:

Attendance is highly appreciated and will be a crucial factor in the final evaluation of students.

12. Professionalism Policy:

Per classroom etiquette; mobile phones, iPods, *etc.* **must be silenced** during all classroom and lab lectures. Those not heeding this rule will be asked to leave the classroom immediately so as to not disrupt the learning environment. Please arrive on time for all class meetings. Students who habitually disturb the class by talking, arriving late, *etc.*, and have been warned may suffer a reduction in their final class grade.

13. Plagiarism

Be sure that your work is genuine. Always cite the references