

Marketing 201: Principles of Marketing
Fall 2017/ Section (25907)

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Lecture Hours: S,T,R (1-2), Build. 3, Room A2

Principles of Marketing, MKT201	
Reference Books	Author / Publication
Principles of Marketing	Charles W. Lamb, Joseph F. Hair, Jr., Carl McDaniel, Cengage Learning, ISBN 13: 978-1-305-63182-3, Student Edition, 10.
Principles of Marketing	Philip Kotler and Gary Armstrong Prentice Hall, ISBN 13: 978-0-13-216712-3, 14th edition,
Essentials of Marketing	William Perreault, Jr., Joseph Cannon, E. Jerome McCarthy, McGrawhill, ISBN 13: 9780077861049, 14th ed.

Detailed Curriculum

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:(75 points)

There will be three exams. The first two are worth 35points. Dates for exams are determined on the progress of the course work. The first exam is due at the end of the 6th chapter. The second exam is due after the completion of the 13th 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.

Note: *Exams shall be comprehensive and specific chapters from the textbook shall be covered, besides, Power Point Slides, and Homework Assignments. Exams will consist of multiple-choice and True or False Statements and could include Short Essay Questions.*

2. Attendance, Class Participation, and assignments (25points)

Students will work on numerous assignments during the semester. Each assignment will be discussed and explained to the class at time.

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, exercises, and homework. Use your own judgment; attendance usually has a high correlation with how well you do in a course.

Note: If you are late, please call back at the end of the class don't knock the door to enter the class. Each unexcused missed class will result in a deduction of half a point from the total points for the course. It is the university policy to ensure that students take full advantage of their classes. In case of unexcused absences exceeding %25 of semester classes the student will be rewarded with (حرمان).

GRADING PLAN

Assignments	Points	Comments
Final exam	40	
Exam1	15	<i>Will be on Sunday 22/10/2017 (2/02/1439)</i>
Exam2	20	<i>Will be on Sunday 10/12/2017 (22/03/1439)</i>
Project	15	
Cases & Assignments	5	
Tutorial class For students who got C+, C, D+, D in MGT 101	5	<i>With Ms. Norah Al Wataid</i>
Students who got A+, A, B+, B in MGT 101 have to do individual assignment.	5	<i>You will take a case</i>

Note: No extra credit assignments will be available. Late work is not accepted. Assignments turned in late will receive a zero. If you miss a class, it is your responsibility to get notes, assignments, exercises or other materials from another student. Missing class does not excuse you from or change assignment due dates.

Syllabus Changes:

Dates and assignments documented in this syllabus are subject to change at the discretion of the instructor.

Semester Grading Scale:

The final grade will be awarded as follows:

A+ = 95% and above	A = 90 to 94%
B+ = 85 to 89%	B = 80 to 84%
C+ = 75 to 79 %	C = 70 to 74%
D+ = 65 to 69%	D = 60 to 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: PRINCIPLES OF MARKETING
First semester 2017/2018

Week	Topic and Assignment	Book Reading
Week 1	<ul style="list-style-type: none">• Introductions, The Basics, Administrative Responsibilities,	
Week 2	<ul style="list-style-type: none">• An Overview of Marketing	<ul style="list-style-type: none">• Chapter 1
Week 3	<ul style="list-style-type: none">• The Marketing Environment	<ul style="list-style-type: none">• Chapter 4
Week 4	<ul style="list-style-type: none">• Consumer Decision Making	<ul style="list-style-type: none">• Chapter 6
Week 5	<ul style="list-style-type: none">• Case 1• Segmenting and Targeting Markets	<ul style="list-style-type: none">• Chapter 8
Week 6	<ul style="list-style-type: none">• Mid 1 exam• Segmenting and Targeting Markets	<ul style="list-style-type: none">• Chapter 8
Week 7	<ul style="list-style-type: none">• Segmenting and Targeting Markets	<ul style="list-style-type: none">• Chapter 8
Week 8	<ul style="list-style-type: none">• Product Concepts	<ul style="list-style-type: none">• Chapter10
Week 9	<ul style="list-style-type: none">• Supply Chain Management and Marketing Channels	<ul style="list-style-type: none">• Chapter 13
Week 10	<ul style="list-style-type: none">• Marketing Communication	<ul style="list-style-type: none">• Chapter 15
Week 11	<ul style="list-style-type: none">• Marketing Communication	<ul style="list-style-type: none">• Chapter 15

Week 12	<ul style="list-style-type: none"> • Marketing Communication • Social Media and Marketing • Case 2 	<ul style="list-style-type: none"> • Chapter 15 • Chapter 18
Week 13	<ul style="list-style-type: none"> • Mid 2 exam • Social Media and Marketing 	<ul style="list-style-type: none"> • Chapter 18
Week 14	<ul style="list-style-type: none"> • Pricing Concepts • Group Presentations 	<ul style="list-style-type: none"> • Chapter 19
Week 15	<ul style="list-style-type: none"> • Final Exam 	
Week 16	<ul style="list-style-type: none"> • Final Exam 	
Week 17	<ul style="list-style-type: none"> • Final Exam 	

Notes:

1. Mid I exam shall include chapters; 1, 4,6 and it'll be worth 15 points
2. Mid II exam shall include chapters; 8,10,13 and it'll be worth 20 points
3. Final exam will have chapters; 1,4,6,8,10,13,15,18,19 and it'll be worth 40 points

Good luck