

College of Business Administration
Department of Marketing
Marketing 201: Principles of Marketing
2nd Semester 2015-2016

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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.

The “Principles of Marketing” course 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.

The course 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, project 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 Objective:

By the end of the semester, 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, promotion, 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 textbook

Kotler, P. & Armstrong, G. (2012) Principles of Marketing (15th Ed.) Pearson.

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:** (80 points)

There will be three exams. The first exam is worth 20 points and the second exam is worth 20 points. **The first exam** is due at **the end of the fourth chapter (On Tuesday, March 08, 2016)**. **The second exam** is due **after the completion of the ninth chapter (On Tuesday, April 26, 2016)**. The final exam is worth 40 points and will be administrated at the final week. The date will be posted when the 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, and from the Home work Assignments. Exams will consist of multiple-choice and True or False Statements and could include Short Essay Questions.

2. Assignments (20 points)

Students will work on a case study and a project assignments during the semester. Report of the case study or the project will be prepared and presented to the class for discussion in time.

3. Attendance

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.

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 exceeding %25 of semester classes the student will be rewarded with (حرمان).

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.

**First semester 2015-2016
TENTATIVE SCHEDULE
MKT 201: PRINCIPLES OF MARKETING**

Date	Topics
Week 1	Introduction, The Basics, Responsibilities,
Week 2	Chapter 1: Creating and capturing customer value
Week 3	Chapter 2: Company and marketing strategy: partnering to build customer relationships
Week 4	Chapter 2: Company and marketing strategy: partnering to build customer relationships
Week 5	Chapter 3: Analyzing the marketing environment
Week 6	Chapter 4: Managing marketing information to gain customer insights
Week 7	Chapter 5: Consumer markets and consumer buyer behavior
Week 8	Chapter 5: Consumer markets and consumer buyer behavior
Mid one (20 POINTS) Tuesday, March 08, 2016	
Week 9	Chapter 7: Customer-driven market strategy: creating value for target customers
Week 10	Chapter 8: Products, services and brands: building customer value
Week 11	Chapter 9: New Product development and Product Life Cycle
Week 12	Chapter 10: Pricing: understanding and capturing customer value
Week 13	Chapter 12: Marketing Channels: delivering customer value
Mid two (20 POINTS) Tuesday, April 26, 2016	
Week 14	Chapter 14: Communicating Customer value: integrated marketing communication strategy
Week 15	Chapter 14: Communicating Customer value: integrated marketing communication strategy
	Final Exam

Best wishes