



# Course Specifications

<b>Course Title:</b>	<b>Principles of Marketing</b>
<b>Course Code:</b>	<b>MKT301</b>
<b>Program:</b>	<b>BS Marketing</b>
<b>Department:</b>	<b>Marketing</b>
<b>College:</b>	<b>College of Business Administration</b>
<b>Institution:</b>	<b>Prince Sultan University</b>
<b>Academic Year:</b>	<b>20120-2021</b>
<b>Course Instructor:</b>	<b>Nafla Al Hokail</b>
<b>Date:</b>	<b>May 2021</b>

## Table of Contents

<b>A. Course Identification.....</b>	<b>3</b>
6. Mode of Instruction (mark all that apply) .....	3
<b>B. Course Objectives and Learning Outcomes.....</b>	<b>4</b>
1. Course Description .....	4
2. Course Main Objective.....	4
3. Course Learning Outcomes .....	4
<b>C. Course Content .....</b>	<b>4</b>
<b>D. Teaching and Assessment .....</b>	<b>5</b>
1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods .....	5
2. Assessment Tasks for Students .....	5
<b>E. Student Academic Counseling and Support .....</b>	<b>6</b>
<b>F. Learning Resources and Facilities.....</b>	<b>6</b>
1.Learning Resources .....	6
2. Facilities Required.....	6
<b>G. Course Quality Evaluation .....</b>	<b>7</b>
<b>H. Specification Approval Data .....</b>	<b>7</b>

## A. Course Identification

<b>1. Credit hours:</b> 3
<b>2. Course type</b>
a. University <input type="checkbox"/> College <input type="checkbox"/> Department <input checked="" type="checkbox"/> Others <input type="checkbox"/>
b. Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/>
<b>3. Level/year at which this course is offered:</b> 1
<b>4. Pre-requisites for this course (if any):</b> BUS 101
<b>5. Co-requisites for this course (if any):</b> NA

### 6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	0	0
2	Blended	0	
3	E-learning	43	80%
4	Correspondence	2	20%
5	Other	0	

### 7. Actual Learning Hours (based on academic semester)

No	Activity	Learning Hours
<b>Contact Hours</b>		
1	Lecture	45
2	Laboratory/Studio	
3	Tutorial	
4	Others (specify)	
	<b>Total</b>	45
<b>Other Learning Hours*</b>		
1	Study	10
2	Assignments	10
3	Library	5
4	Projects/Research Essays/Theses	10
5	Others (specify)	
	<b>Total</b>	35

\* The length of time that a learner takes to complete learning activities that lead to achievement of course learning outcomes, such as study time, homework assignments, projects, preparing presentations, library times

## B. Course Objectives and Learning Outcomes

### 1. Course Description

Marketing is about creating customer value and building profitable customer relationships. This introductory course guides students through the process of understanding customer needs and wants, deciding which target markets the organization can serve best, and developing a compelling value proposition by which the organization can win.

### 2. Course Main Objective

This course will introduce students to key basic concepts in marketing and will focus on critical competitive strategies for generating and meeting customer satisfaction. Additionally, the course will concentrate on the activities used to implement marketing strategies created to meet customer needs and expectations. Special emphasis is given to understanding marketing and the marketing process, and assessing opportunities in a dynamic marketing environment.

Areas covered in the course include: Defining Marketing and the Marketing Process, The Marketing Environment, Consumer Markets and Consumer Buyer Behavior, Customer-Driven Marketing Strategy, Product & Services Strategy, New-Product Development and Product Life-Cycle Strategies, Pricing Strategies, Marketing Channels, and Integrated Marketing Communications.

### 3. Course Learning Outcomes

CLOs		Aligned PLOs
<b>1</b>	<b>Knowledge:</b>	
1.1	Describe the marketing concepts to recognize, serve and satisfy customer needs	PLO 1
1.2	Explain the business decisions with relevant marketing concepts	PLO 1
<b>2</b>	<b>Skills:</b>	
2.1	Identify the marketing process from real-life cases and examples	PLO 1,2,6
2.2	Analyze business opportunities using marketing concepts and tools.	PLO 1,2,6
<b>3</b>	<b>Competence:</b>	
3.1	Demonstrate interactive skills through in-class discussions	PLO 5
3.2	Demonstrate ability to work in group	PLO 4
3.3	Demonstrate presentation skills using appropriate technology applications	PLO 5,6

## C. Course Content

No	List of Topics	Contact Hours
1	Introduction to Marketing	3
2	Chapter 1: Marketing: Creating Customer value and Engagement	3
3	Chapter 2: Company and Marketing Strategy: Partnering to Build Customer Engagement, Value, and Relationships	3
4	Chapter 3: Analyzing the Marketing Environment	3
5	Chapter 5: Consumer Markets and buying Behavior	3
6	<b>Chapter 7:: Customer-Driven Marketing Strategy: Creating Value for Target Customers</b>	6

7	<b>Chapter 7: Customer-Driven Marketing Strategy: Creating Value for Target Customers</b>	3
8	Chapter 8: Products, Services and Brands: Building Customer Value	3
9	<b>Chapter 9: New Product Development and Product Life-Cycle Strategies</b>	3
10	<b>Chapter 10 : Pricing: Understanding and Capturing Customer Value</b>	3
11	<b>Chapter 11 : Pricing strategies : Additional consideration</b>	3
12	<b>Chapter 12: Marketing channels: Delivering customer value</b>	3
13	<b>Chapter 14: Engaging Customers and Communicating Customer Value</b>	3
14	<b>Course Wrap up</b>	3
<b>Total</b>		45

## D. Teaching and Assessment

### 1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
<b>1.0</b>	<b>Knowledge</b>		
1.1	Describe the marketing concepts to recognize, serve and satisfy customer needs	Lecture instruction assignments Presentation In class discussions case discussions	Assignments, Quiz, Midterm, Presentation, Final Exam
1.2	Explain the business decisions with relevant marketing concepts	In class discussion and examples.	Major exams.
<b>2.0</b>	<b>Skills</b>		
2.1	Identify the marketing process from real-life cases and examples	Lecture instruction Group assignments Presentation Case discussions	Assignments, Quiz, Midterm, Presentation, Final Exam
2.2	Analyze business opportunities using marketing concepts and tools.	Lecture instruction Group assignments Presentation Case discussions	Report and presentation
<b>3.0</b>	<b>Competence</b>		
3.1	Demonstrate interactive skills through in-class discussions	Project report and Presentation	Group Presentation, Project report
3.2	Demonstrate ability to work in group	Project report and Presentation	Group Presentation, Project report
3.3	Demonstrate presentation skills using appropriate technology applications	Project report and Presentation	Group Presentation, Project report

### 2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	First major exam	(Week 5)	20%
2	Report	(Week 6)	10 %
3	Second major exam	(Week 10)	20%

#	Assessment task*	Week Due	Percentage of Total Assessment Score
4	Presentation	(Week 12)	10%
8	Final exam		40%
9	Total		100

\*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

## E. Student Academic Counseling and Support

**Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice :**

**Students can meet the instructor for consultation and academic advise as below:**

Sun (11:00 to 11:50); Mon (2:00 to 2:30); Tue (11:00 to 11:50); Wed (2:00 to 2:30); Thu (11:00 to 11:50)

Students also can contact the instructor as below:

Email: nhokail@psu.edu.sa

## F. Learning Resources and Facilities

### 1. Learning Resources

<b>Required Textbooks</b>	Principles of Marketing (2017), Kotler P. & Armstrong G., Pearson, 17 <sup>th</sup> Edition (Global Edition)
<b>Alternative Textbook</b>	Marketing an Introduction (2017), Armstrong G., Kotler P., & Opresnik, M. Pearson, 13th Edition
<b>Electronic Materials</b>	Journal of Marketing; Journal of Academy of Marketing Sciences
<b>Other Learning Materials</b>	

### 2. Facilities Required

Item	Resources
<b>Accommodation</b> (Classrooms, laboratories, demonstration rooms/labs, etc.)	Google meet, computing resources, library, LMS Moodle, Edugate
<b>Technology Resources</b> (AV, data show, Smart Board, software, etc.)	Computer ,wifi MOODLE system
<b>Other Resources</b> (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	

## G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Strategies for Obtaining Student Feedback on Effectiveness of Teaching	Student	Course Evaluation Survey (CES)
Evaluation of Teaching by the Instructor or by the Department Classroom observation	Department vice chair	Classroom observation
Describe the planning arrangements for periodically reviewing course effectiveness and planning for improvement.	Course curriculum committee	Course review

**Evaluation areas** (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

**Evaluators** (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

**Assessment Methods** (Direct, Indirect)

## H. Specification Approval Data

Council / Committee	
Reference No.	
Date	