



# Course Specifications

<b>Course Title:</b>	<b>Marketing Management</b>
<b>Course Code:</b>	<b>MKT530</b>
<b>Program:</b>	<b>Master in Business Administration</b>
<b>Department:</b>	<b>Marketing</b>
<b>College:</b>	<b>College of Business Administration</b>
<b>Institution:</b>	<b>Prince Sultan University</b>

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## A. Course Identification

<b>1. Credit hours:</b> 3
<b>2. Course type</b>
a. University <input checked="" type="checkbox"/> College <input type="checkbox"/> Department <input 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> Semester 1
<b>4. Pre-requisites for this course (if any):</b>
N/A
<b>5. Co-requisites for this course (if any):</b>
N/A

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

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	45	100
2	Blended		
3	E-learning		
4	Correspondence		
5	Other		

## 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	15
2	Assignments	10
3	Library	
4	Projects/Research Essays/Theses	15
5	Others (specify)	
	<b>Total</b>	40

\* 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 and library times.

## B. Course Objectives and Learning Outcomes

### 1. Course Description

The purpose of this course is to develop knowledge and skills in the managerial aspects of marketing. The course provides an understanding of marketing as the basis for general management decision-making and as a framework for analyzing business situations. The course is organized around the key marketing decision variables—target market selection, product, pricing, distribution, promotion, marketing processes of strategy formulation, organization and implementation.

## 2. Course Main Objective (PLO)

PLO1- Advanced Business Knowledge.

PLO2 - Communication Skills.

PLO3 - Integration Skills.

PLO4 – Leadership Skills.

PLO5 - Global Perspective.

## 3. Course Learning Outcomes

CLOs		Aligned-PLOs
1	<b>Knowledge:</b>	
1.1	CLO1- Mastery of key marketing concept and process.	PLO 1 Advanced Business Knowledge
1.2	CLO2- Interpret complex marketing issues and problems using marketing concepts.	PLO 1 Advanced Business Knowledge
1.3		
2	<b>Skills :</b>	
2.1	CLO3- Critically analyse an organization marketing process.	PLO 3 Integration Skills
2.2	CLO4- To apply marketing research skills in identification and resolution of problems pertaining to marketing management.	PLO 3 Integration Skills
2.3		
2...		
3	<b>Competence:</b>	
3.1	CLO4- To apply marketing research skills in identification and resolution of problems pertaining to marketing management.	PLO 5 Global Perspectives
3.2	CLO5- Develop a rigorous marketing plan for a organization offering.	PLO 2 Communication Skills
3.3		
3...		

## C. Course Content

No	List of Topics	Contact Hours
1	Chapter 1: Defining marketing for the new realities	3
2	Chapter 2: Developing Marketing strategies and Plans	3
3	Chapter 4 Conducting Marketing Research	3
4	Chapter 6 Analyzing consumer markets	3
5	Chapter 7 Analyzing Business Market	3

6	Chapter 8 Tapping into Global Market	3
7	Chapter 9 Identifying market segments and targets	3
8	Chapter 10 Crafting the brand positioning	3
9	Chapter 11 Creating Brand Equity	3
10	Chapter 13 Setting Product Strategy	5
11	Chapter 16 Developing pricing strategies	4
12	Chapter 17 Designing & managing integrated marketing channels	4
13	Chapter 19 Integrated Marketing Communication	5
<b>Total</b>		<b>45</b>

## 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	CLO1- Mastery of key marketing concept and process.	Lectures and extensive class discussions	Essay questions in final exam, cases and project
1.2	CLO2- Interpret complex marketing issues and problems using marketing concepts.	Lectures and extensive class discussions	Essay questions in final exam, cases and project
...			
<b>2.0</b>	<b>Skills</b>		
2.1	CLO3- Critically analyse an organization marketing process.	1) Lecture 2) Extensive class discussions 3) Develop students' critical thinking through case analysis	1) Case Analysis 2) Business scenarios/case exercise 3) Application and business scenario in final examination
2.2	CLO4- To apply marketing research skills in identification and resolution of problems pertaining to marketing management.	Require students to do Marketing Plan project (Group work)	Marketing Plan project
...			

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
3.0	<b>Competence</b>		
3.1	CLO4- To apply marketing research skills in identification and resolution of problems pertaining to marketing management.	Require students to do Marketing Plan and Case analysis (Group work)	Marketing Plan and Case analysis
3.2	CLO5- Develop a rigorous marketing plan for a organization offering.	1) Facilitate students in group discussions 2) Require students to do case and Marketing Plan presentation in class	Class presentation (Case & group project)
...			

## 2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Class Activities and Participation	On going	10%
2	Major Exam	Week 7/8	15%
3	Cases	Refer Schedule	5%
4	Project 1 - Advertisement	Week 6	10%
5	Group Project	Refer Schedule	20%
6	Final	Refer Schedule	40%
7			
8			

\*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 :  
1 hour before the class and by appointment.

## F. Learning Resources and Facilities

### 1. Learning Resources

<b>Required Textbooks</b>	Kotler, P. and Keller. K (2016). Marketing Management. 15th Edition Prentice Hall
<b>Essential References Materials</b>	N/A
<b>Electronic Materials</b>	Posted in PSU Moodle LMS

<b>Other Learning Materials</b>	Any refereed academic journals such as Journal of Marketing, Harvard Business Review, MIT Sloan Review, Academy of Marketing Science and Journal of Marketing Research etc.
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## 2. Facilities Required

Item	Resources
<b>Accommodation</b> (Classrooms, laboratories, demonstration rooms/labs, etc.)	Classroom
<b>Technology Resources</b> (AV, data show, Smart Board, software, etc.)	Computer, overhead projectors, smartboard, starboard
<b>Other Resources</b> (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	N/A

## G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Teaching Effectiveness	PSU Department/MBA	Student Evaluation Survey Teaching Observation
Course Assessment	MBA	Exam/AOL Committee

**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

<b>Council / Committee</b>	
<b>Reference No.</b>	
<b>Date : 19<sup>th</sup> Jan 2020</b>	