

**DEPARTMENT OF MARKETING  
COLLEGE OF BUSINESS ADMINISTRATION- AL KHARJ  
KING SAUD UNIVERSITY  
COURSE SYLLABUS**

**Course Code & Title** : MKG 201 & Principles of Marketing  
**Year** : 3 **Semester** : V  
**Contact Hours** : 3+0+0  
**Credits** : 3

**Rationale:**

The main objective of this course is to provide the students with a survey of marketing activities in business and non-profit organizations. The course explains marketing principles, concepts and activities in local and international markets under their social, economic, competitive, technological and legal environments. It also explains the role played by the marketing function in achieving organizational objectives and goals and in sustaining national economy. Discussion includes the planning, implementation, and control of marketing programs through marketing mix elements of the product, price, distribution and promotion.

**Pre-requisite: MGT 201**

**Learning Outcomes**

At the end of this course students should be able to-

- Describe the principles, concepts and fundamentals of marketing
- Discuss marketing environment, marketing mix, marketing strategies, marketing plans & consumer behavior
- Employ various functions of marketing towards achieving organizational and national goals.
- Analyze marketing activities in business & nonprofit organization in local & global context

## **Course Outline:**

### **Unit-I Evolution of Marketing, Marketing Definition, Marketing Environment & Marketing Planning**

Evolution of Marketing-Production-Product-Selling-Marketing-Societal Concepts. Definition of Marketing-Understanding Social & Managerial Process- Satisfaction-Need-Want-Demand-Exchange-Product-Value.

Marketing Management & Marketing Mix. Micro Environment-Company- Suppliers-Intermediaries-Customers-Competitors-Public. Macro Environmental Factors-Demographic Environment-Political Environment- Economic Environment-Socio-Cultural Environment-Technological-Natural-Legal Environment. Defining Strategic Marketing Planning-Corporate Planning including Mission-Establishing SBU's-Resource Allocation to SBUs-BCG Competitive Advantage Matrix-General Electric Model-Planning New Business-Intensive-Integration-Diversification-Business Planning including Mission-SWOT Analysis-Marketing Plan-Contents of a Marketing Plan

### **Unit-II Understanding Consumer Behavior**

Defining Consumer Behavior. Factors influencing Consumer Behavior- Cultural-Social-Personal-Psychological. Buying Decision Process-Problem Recognition-Information Search-Evaluation of Alternatives-Purchase Decision-Post Purchase Behavior. Business Buyer Behavior.

### **UNIT-III Market Segmentation, Targeting, Positioning & Product Differentiation**

Need for Segmenting Market. Basis of Segmentation-Geographic- Demographic-Psychographic-Behavioral. Niche Marketing. Criteria for Segmenting Consumers. Target Market Selection Process-Evaluating the Market Segments-Selecting the Market Segments.

Positioning-Getting into the Minds of Consumer. Types of Positioning. Positioning Errors. Differentiation-Product-Services-Personnel-Channel-Image

### **UNIT-IV Product, Branding, Packaging, New Product Development & Pricing Concepts**

Product-Line-Breadth, Depth-Variants-Deviants. Branding-Brand Definition- Branding Strategies. Packaging-Product Labeling. Diffusion of Innovation- Early Adopters-Early Majority-Late Majority-Laggards. Process of New Product Development. Product Life Cycle. Pricing-Concepts-Pricing Strategies-Price Skimming-Market Penetration Pricing

## **UNIT-V Distribution Management, Promotional Mix & Marketing Management: Ethical & Social Dimensions**

Marketing Channels-Functions of Channels-Levels of Channel-Channel Design Decisions. Retailing & Wholesaling. Integrated Marketing Communications-Understanding Promotional Mix-Advertising-Personnel Selling-Sales Promotion-Public Relations. Direct & Online Marketing. Global Marketing. Implementing & Controlling Marketing Activities. Importance of Marketing Ethics-Marketing Ethics-Social Impact of Marketing-National Development through Marketing

### **Required Text:**

1. Philip Kotler & Gary Armstrong (2008) '*Principles of Marketing*' Pearson International Edition, 12e

### **Suggested Readings:**

1. Cannon, Perreault, McCarthy (2008) '*Basic Marketing*' Mc Graw-Hill International Edition, 16e
2. Grewal, Levy (2008) '*Marketing*' Mc Graw-Hill International Edition
3. Philip Kotler (2000) '*Marketing Management Millenium Edition*' Prentice-Hall Inc., 10e

### **Course Assessment**

<b>Assessment Task</b>	<b>Proportion of Final Assessment</b>
Quizzes	5%
Assignment	10%
Mini Project	10%
Presentation	5%
Mid Term Examination I	15%
Mid Term Examination II	15%
Final Examination (comprehensive)	40%
<b>Total</b>	<b>100%</b>