**King Saud University**

**College of Business Administration**

**Department of Marketing**

**Principles of Marketing-MKT 201**

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**COURSE DESCRIPTION:** the main objective of this course is to provide the student with a survey of marketing activities in business and non-profit organization.

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 the national economy

Discussion includes the planning ,implementation ,and control of marketing programs through the marketing mix elements of the product , price, distribution, and promotion.

**COURSE OBJECTIVES:** the main learning outcomes for students enrolled in the course:

-Knowing the importance of marketing activities for the society, the organization, and the customers.

-Becoming acquainted with the basic concepts of marketing.

-Becoming familiar with the marketing mix and marketing mix strategies during various stages of the product life cycle.

-Knowing the components of the marketing plan and the importance of planning, executing, and controlling activities.

**Knowledge:**

the knowledge to be acquired:

-Becoming acquainted with basic concepts in marketing.

-Becoming familiar with elements of the marketing environment and their effects,

And how to respond to them.

-Understanding consumer behavior and the factors affecting it.

-Knowing the principles of marketing planning, organizing, and control.

-Knowing the essentials of marketing information systems and marketing research.

**Required text:**

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**Kotler, p. & Armstrong, G** (2012) principles of marketing(Fourteenth Edition)pearson

**GRADING SYSTEM:**

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-First test 20%

Second test 20%-

First Quiz 5% -

Second Quiz 5%-

Atendance & 5%-

Homework&project (Introduction, marketing mix, suggestion) 5%

Final exam 40%-

Total 100%-

**Topics to be Covered:**

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Week Topic Reading

1 Creating and Capturing customer Value Ch 1

2 Company and marketing strategy Ch 2

3 Analyzing the marketing environment Ch 3

4 Managing marketing information Ch 4

5 Consumer behavior Ch 5

6 Customer-driven marketing strategy Ch 7

7 Building customer value(products,services,and brands Ch 8

8 New product development and product life-cycle strategies Ch 9

9 Pricing Ch 10

10 Marketing channels Ch 11

11 Communicating customer value