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**College of business administration**

**King saud university- al Muzahimiyah branch**

**Course Specification: Marketing (MKTG- 201)**

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| **Subject Coordinator:** Prof. Jameel |
| **Instructor:** | Prof. JameelDr.Showkat Hussain | **Instructor title:** | Professsor; Asstt. Professor |
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| **Teaching Hours:** | 45 | **Email:** | *jkhader**@ksu.edu.sa**sgani@ksu.edu.sa* |

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| **Principles of Marketing**  | **Credit hrs** | **Week** |
| 1. **Introduction: Marketing: Creating and Capturing Customer Value**

What Is Marketing: Understand the Marketplace and Customer Needs; Designing a Customer-Driven Marketing Strategy; Preparing an Integrated Marketing Plan and Program; Building Customer Relationships; Capturing Value from Customers; The Changing Marketing Landscape; **Internal Assessment** |  |  |
| 1. **Analyzing the Marketing Environment**

The Company’s Microenvironment; The Company’s Macroenvironemnt; The Demographic Marketing Environment; The Economic Environment; The Natural Environment; The Technological Environment; The Political and Social Environment; The Cultural Environment; Responding to the Marketing Environment; **Internal Assessment** |  |  |
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| 1. **Consumer Markets and Consumer Buyer Behavior**

Model of Consumer Behavior; Characteristics Affecting Consumer Behavior; Types of Buying Decision Behavior; The Buyer Decision Process; The Buyer Decision Process for New Products; **Internal Assessment.** |  |  |
| 1. **Product, Services, and Brands: Building Customer Value**

What Is a Product? Product and Services Decisions;Services Marketing Branding Strategy: Building Strong Brands **Internal Assessment** |  |  |
| **First Mid- Term Exam** | **20 marks** |
| 1. **New-Product Development and Product Life-Cycle Strategies**

New-Product Development Strategy; New-Product Development Process; Managing New-Product Development; Product Life-Cycle Strategies; Additional Product and Service considerations; **Internal Assessment** |  |  |
| 1. **Pricing: Understanding and Capturing Customer Value**

What Is a Price? Major Pricing Strategies;Other Internal and External Considerations Affecting Price Decisions; **Internal Assessment.** |  |  |
| 1. **Retailing and Wholesaling**

Retailing; Retailer Marketing Decisions; Retailing Trends and Developments Wholesaling; **Internal Assessment.** |  |  |
| 1. **Communicating Customer Value: Integrated Marketing communications Strategy**

The Promotion Mix; Integrated Marketing Communications; A View of the Communications Process; Steps in Developing Effective Marketing Communication; Setting the Total Promotion Budget and Mix; Socially Responsible Marketing Communication; **Internal Assessment.** |  |  |
| **Second Mid- Term Exam** | **20 marks** |
| **Internal Assessment** | **20 marks** |
| **Final Exam** | **40 marks** |

**Distribution of Marks:**

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| **S. No.** | **Examinations** | **Marks** |
| 1. | Mid- Term Exam | 40 marks |
| 2. | Internal Assessment | 20 marks |
| 3. | Final Exam | 40 marks |
| 4. | **Total**  | **100 marks** |