**King Saud University**

**College of Business Administration**

**Department of Marketing**

**Marketing 201: Principles of Marketing**

**Fall 2019**

**Instructor: Shafi Ullah Hasin Ullah**

**E-mail: shasin@ksu.edu.sa**

**Website:**  [https://fac.ksu.edu.sa/shasin](http://fac.ksu.edu.sa/nbenamor/home)

**Office :** S/146

**Office Hours**

|  |  |
| --- | --- |
| **Principles of Marketing, MKT201** | |
| **Reference Books** | **Author / Publication** |
| **Principles of Marketing**  **Access code: My marketing lab\*** | **Philip Kotler and Gary Armstrong, 17th edition, Global edition**  **\*Required** |
| Principles of Marketing | Charles W. Lamb, Joseph F. Hair, Jr., Carl McDaniel, Cengage Learning, |
| Essentials of Marketing | William Perreault, Jr., Joseph Cannon, E. Jerome McCarthy,McGrawhill, |

**Course Description:**

This course is the introductory marketing course for business majors and other interested students attending at King Saud University. Marketing is a dynamic, competitive and creative activity that is part of our everyday lives. Studies have stressed that an average person is exposed to many marketing oriented activities daily, thus many of us don't realize it. There are many aspects of marketing that you have not considered systematically. The general purpose of this course is to provide you a basic understanding of what marketing is all about. The course begins with classes that deal with what is marketing, marketing management, and the marketing environment and will provide a broad picture of the course. Following this, the course will examine such issues as marketing research, consumer behavior, segmentation, targeting, and positioning strategies. During the rest of the semester the course will cover product strategy, pricing strategy, distribution strategy, and promotional strategy.

**Course Objective:**

By the end of the semester, students should be able to:

* Develop an understanding of key marketing concepts and terminology.
* Identify and describe the marketing environment.
* Understand the process of market targeting (segmentation, targeting, and positioning).
* Gain an understanding of each element of the marketing mix and how they should be combined in forming various marketing strategies and programs.

**Course Nature:**

Multiple teaching methods will be employed - lectures, class discussions, in-class exercises, and quizzes. You will be expected to read and think about the assigned materials. Lectures will be used to introduce topics, to highlight key points, and to give you information that can’t be given as effectively any other way. In-class exercises, assignments, and dialogue will help you understand and apply the information, as well as to provide variety. The more you participate – by sharing examples, opinions, and experiences – the more valuable, and fun, this class will be for all of us. We will all learn from one another and each student in this class can, undoubtedly, contribute information that adds fresh perspective to any topic.

# Course Policies

* 1. The instructor reserves the right to modify any of the material in the Syllabus and Class Schedule with sufficient notice given to course participants.
  2. Come to each class well prepared to be able to discuss the required readings and assigned cases and assignments in detail.
  3. Each student is responsible for obtaining all handouts, announcements, and schedule changes.
  4. Actively participate in lectures and assignment as much of the learning will come from discussions during class.
  5. Important class announcements may be communicated by e-mail. **You are responsible for checking your e-mail account regularly** Missing class does not excuse you from or change assignment due dates.
  6. Do not come late for class.
  7. **Switch off your cell phone during class.**
  8. Do not talk while fellow students are presenting or asking questions.
  9. Respect everyone’s opinion.
  10. There are no provisions for make-up exams or extra credit
  11. Communication through the email must contain an address and name of the sender

# Course schedule

**MKT 201: Principles of Marketing**

|  |  |  |
| --- | --- | --- |
| Week | Topic | Reading |
| 1+2 | Creating and capturing customer value | Ch:1 |
| 2+3 | Company and marketing strategy | Ch:2 |
| National Holiday: Sunday, September 22 | | |
| 3+4 | Analyzing the marketing environment | Ch:3 |
| Quiz 1 (Ch1,Ch2,Ch3) Due Saturday, October 5 | | |
| 5 | Managing marketing information | Ch:4 |
| 6+7 | Consumer behavior | Ch:5 |
| 8 | Creating value for target markets | Ch:7 |
| Quiz 2 (Ch4,Ch5,Ch7) Due Saturday, November 2 | | |
| 9 | Building customer value | Ch:8 |
| 10 | New product development and product life cycle | Ch:9 |
| 11 | Pricing | Ch: 10 |
| MidTerm (Ch5,Ch8,Ch9,Ch10) Sunday, November 24 | | |
| 12+13 | Marketing channels | Ch: 12 |
| 13+14 | Communicating customer value + Digital & Mobile | Ch:14+Ch17 |
| 14 | CSR | Ch 20 |
| Project Due Thursday, December 5 | | |
| 15 | Group Project Presentations |  |
| Final Exam | | |

**Grading Plan**

|  |  |  |
| --- | --- | --- |
| **Assignments** | **Points** | **Due Date** |
| Quiz 1 | 10 | 05/10/2019 |
| Quiz 2 | 10 | 02/11/2019 |
| Midterm | 20 | 24 /11/2019 |
| Project | 15 | 05/12/2019 |
| Cases & Participation | 5 | 08/09-15/12 |
| Final exam | 40 | TBD |
| Total | 100 |  |

1. **Exams:**(**60 points**)

There will be two exams: Exams will consist of multiple-choice and True or False Statements and could include Short Essay Questions.

1. Midterm I exam shall include chapters; 5,8,9,10. It is worth 20 points

2. Final exam and will cover 6 chapters which will be decided later. It is worth 40 points

There will be **no make–up Exams** without official excused documentation for your absence. The make-up exams will include all chapters and will have only essay questions.

1. **Class participation, cases and assignments (5points)**

Remember your contribution to the classroom discussion based on your knowledge, experiences and performance in this course. Comments from individuals in the class are expected to be relevant, informed, interesting, and insightful. Quality of contribution rather than merely quantity of "talk time" is a key to your success. Be respectful of other students and avoid exhibiting dominating, one-way approaches to class discussion. Attendance to class is your responsibility. Attendance is a factor of participation; you cannot participate if you are not in class. Much of the learning in this course comes from our in-class interactions and activities. This is not a distance-learning course there is no viable way to “make up” missed in-class learning opportunities*.* In case of unexcused absences exceeding %25 of semester classes the student will be rewarded with ((حرمان.

1. **Group project (15 points)**

To further apply marketing concepts and enhance your skills, you will be asked to develop a Marketing Plan (simplified version) on the organization and/or the product or service of your choice, prepare a report followed by a presentation. **Please submit the following by the end of week 2:**

1. Your names

2. Selected organization

3. New or existing product or service or organization in its entirety

**I.REPORT(Guidelines)**

**The final report will cover the below topics:**

**MARKETING PLAN (MP) FRAMEWORK**

**1. EXECUTIVE SUMMARY –** A brief description of the company or a brief synopsis (preferably one page) of the Marketing Plan (MP).

**2. SITUATION ANALYSIS –** Relevant background data on the current industry, competition, value chain in the markets the company serves, customers and the company.

A. INDUSTRY/MARKET

* Industry/Market size and growth
* Trends
* Describe any of the social, economic, technological, competitive, and regulatory trends/changes that may be pertinent/relevant to the performance of Industry, both currently and in the future.
* Legal/Regulatory issues (if any)

B. COMPETITION

* Major players in the marketplace(Competitors)
* Market shares (if available)

C. Supply CHAIN

* Participants or partners that comprise the Supply chain (i.e., suppliers, distributors, retailers, customers)

D. CUSTOMER

* Current customer needs/perceptions, demographics and supporting trends
* Current market segmentation strategies (Geographic, Demographic, Behavioral etc.)
* Current target markets and target marketing strategies

E. COMPANY

* Vision and/or mission statement of the firm
* Description (core competencies) and value proposition
* Analyze your target market (Who they are? What are they like? What are their needs?)
* Marketing mix for applicable products and/or services

1. Product/Service

2. Promotion – integrated marketing communications (IMC)

3. Place – distribution

4. Pricing

**3. EXPANDED SWOT ANALYSIS –** A SWOT analysis that also recommends ways to maximize the company’s

strengths and opportunities and mitigate weaknesses and threats regarding the company and marketing the new

or existing product or service.

A. STRENGTHS

B. WEAKNESSES

C. OPPORTUNITIES

D. THREATS

E. STRATEGIES TO MAXIMIZE STRENGTHS AND OPPORTUNITIES

F. STRATEGIES TO MITIGATE WEAKNESSES AND THREATS

**4. RECOMMENDATIONS –** Proposed initiatives to enhance the performance of the selected company.

1. SUMMARY

**–** A brief synopsis of overall recommendations

B. TARGET MARKET

**–** The recommended target markets defined in terms of demographics, geography, psychographics and/or buyer characteristics

* Positioning statements for target markets

C. OBJECTIVES

* Market share (if available)

**–** Marketing mix

1. Product/Service

2. Promotion

3. Place – distribution

4. Pricing

D. MARKETING STRATEGIES

– Defined strategies to accomplish objectives.

1. Product/Service to include positioning

2. Promotion

3. Place – distribution

4. Pricing

The assignment will be divided into two parts. The MP – Part 1 (**to be submitted first on Thursday, October 10th**) will cover the following:

**INDUSTRY/MARKET PROFILE**

* Industry/Market size and growth
* Trends
* Describe any of the social, economic, technological, competitive, and regulatory trends/changes that may be pertinent/relevant to the performance of Industry, both currently and in the future.
* Legal/Regulatory issues (if any)

**COMPANY PROFILE**

* Vision and/or mission statement of the firm
* Description (core competencies) and value proposition
* Analyze your target market (Who they are? What are they like? What are their needs?)
* Marketing mix for applicable products and/or services

1. Product/Service

2. Promotion – integrated marketing communications (IMC)

3. Place – distribution

4. Pricing

The second part of this assignment or MP – Part 2 is the final and complete MP report (**to be submitted Thursday, December 5th**), edited to reflect the comments (feedback you receive on your first submission) made on the first submission and the learning subsequent to the first assignment. Please submit the first part of the MP when submitting the final paper so enhancements to the final paper can be seen by what was requested in the first part of the MP. Also, include cover page, and a Table of Contents in the document. Be sure to reference information sources and all exhibits that were utilized in footnotes at the bottom of each page or lower left hand corner of each exhibit using the American Psychological Association (APA) format.

**Requirements:**

1. Format; font size 12, Times New Roman, 1.5 spacing
2. Not more than 15 pages (excluding cover page, table of contents and referencing).
3. 5 members in each group.

**II. PRESENTATION (Guidelines)**

A guideline for the length of the MP presentation is no more than 10 annotated PowerPoint slides, excluding Appendices. Be sure to reference information sources and all exhibits that were utilized in footnotes at the bottom of each page or lower left hand corner of each exhibit using the American Psychological Association (APA) format. All the members must be available and present their part of the presentation. Each group will get 10 minutes to present their work in front of the class followed by a Q&A session. **Presentations will take place in the last week of classes**

**Marking Scheme:**

|  |  |  |
| --- | --- | --- |
| **No.** | **Description** | **Percentage (%)** |
| 1. | Understanding of the marketing concepts and the ability to apply to the real world scenario | 5 |
| 2. | Quality of content, originality of the work, sourcing and referencing | 2.5 |
| 3. | Overall report layout, fulfilling the guidelines requirement and teamwork | 2.5 |
| 4. | Oral presentation | 5 |
|  | Total | 15 |

**Marketing Plan (Group Project) Grading Rubric for the report**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Rubric** | **Good (1 point)** | **Fair (0.5 point)** | **Poor (0 point)** | **Score** |
| Executive summary | Summarized the report well mentioning all required information. | Summarized the report with some errors and missing information | Summarized the report in an incomprehensible way with most of the required information missing |  |
| Situation analysis. | Presents an accurate analysis and each required item included in analysis. | Presents semi accurate analysis and a few required items are left out. | Presents mostly an inaccurate analysis and most items left out. |  |
| SWOT analysis | All the four items analyzed and are covered accurately | Two to three items analyzed and has a few inaccuracies | One or no item analyzed and has significant inaccuracies. |  |
| Recommendations | Accurate and significantly relevant recommendations provided.  The degree of usefulness and meaningfulness of Recommendations presented is high | Semi accurate and a few irrelevant recommendations provided.  The degree of usefulness and meaningfulness of Recommendations presented is less | Unable to present the recommendations.  The degree of usefulness and meaningfulness of Recommendations presented is almost negligible. |  |
| Quality of the content, originality of the work, sourcing and referencing | Content quality is very good, authentic and original work and sourcing and referencing very good. | Content quality is mostly good, authentic and original work with few questionable areas and sourcing and referencing mostly good. | Content quality is poor, authenticity and originality an issue and lacks proper sourcing and referencing too . |  |
| Report layout, fulfilling the guidelines, requirements and teamwork | Very nicely edited, guidelines fulfilled, requirements met, and very good teamwork spirit shown. | Some sloppiness in editing, few requirements not met, a few instances of lack of team spirit. | Poorly edited, requirements not met, lack of team spirit. |  |
| Overall Document organization | Logically and sequentially organized | Logically and sequentially organized to some extent | Not Logically and sequentially organized |  |
| **Total Score** | | | |  |

**Marketing Plan (Group Project) Grading Rubric for presentation**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Rubric** | **Excellent (1 point)** | **Good ( 0.5 points)** | **Poor (0 points)** | **Score** |
| **Organization of Ideas** | Presenter follows sequence and gives elaborated explanation | Presenter follows sequence but fails to give elaborated explanation | Presenter misses sequence also fails in explanation |  |
| **Eye contact** | Presenter well maintains eye contact with the audience | Presenter well maintains eye contact but frequently looks into slides/notes | Presenter looks more into slides/notes |  |
| **Effectiveness of Delivery** | Presenter speaks clearly understandable and matches the frequency of the audience | Presenter speech not understandable at some times and does not matches the frequency of the audience | Presenter speech not understandable and he is not able to present |  |
| **Conclusion** | Effectively provides a sense of closure | Closure is little unclear | Closure is completely confused |  |
| **Q & A’s** | Addresses all questions with satisfactory answers | Addresses all questions with only some satisfactory answers | Does not Address all questions |  |
| **Time** | Completes on time | Completes in time | Does not complete |  |
| **Total Score** | | | |  |