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**King Saud University**

**College of Business Administration**

**Department of Marketing**

**Marketing 201: Principles of Marketing**

**Spring2019**

**Instructor:**

**E-mail:**

**Website:**

**Office :**

**Office Hours:**

**Lecture Hours:**

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| --- | --- |
| **Principles of Marketing, MKT201** | |
| **Reference Books** | **Author / Publication** |
| **Principles of Marketing** | **Philip Kotler and Gary Armstrong**  **Prentice Hall, ISBN 13: 978-0-13-216712-3, 14th edition, Global edition** |
| Principles of Marketing | Charles W. Lamb, Joseph F. Hair, Jr., Carl McDaniel, Cengage Learning, ISBN 13: 978-1-305-63182-3, Student Edition, 10. Global edition |
| Essentials of Marketing | William Perreault, Jr., Joseph Cannon, E. Jerome McCarthy,McGrawhill, ISBN 13: 9780077861049, 14th ed. |

**Course Description:**

This course is the introductory marketing course for business majors and other interested students attending at KingSaudUniversity. 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 homework assignments. 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, homework 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

# Method of Assessment (100 total potential points)

1. **Exams:**(**80 points**)

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

1. Mid I exam shall include chapters; 1, 2,3. It’ll be worth 20 points

2. Mid II exam shall include chapters; 4,5,7 and it’ll be worth 20 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, and assignments (20points)**

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.

**GRADING PLAN**

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| --- | --- | --- |
| **Assignments** | **Points** | **Comments** |
| Exam1 | 20 | ***Will Be on Sunday***  **10/2/2019 \* 5/6/1440 (1-12)** |
| Exam2 | 20 | ***Will Be on Sunday***  **17/3/2019 \* 10/7/1440 (1-12)** |
| Project | 10 |  |
| Cases & Assignments | 10 | ***With:***  ***Ms. Norah Al Wataid or Ms. Mona Al Ajlan*** |
| Final exam | 40 | **24-08-1440 (8-10)** |

# Additional Policies

**Special Needs:** Any such student need to inform Student Affairs Unit for necessary arrangements. After initial provisions are made, kindly coordinate with me.

**Academic Misconduct:** “Academic Misconduct” by a student includes all acts of dishonesty in any academic matter, and is not limited to cheating, plagiarism, fabrication, or misrepresentation. This can be knowing or intentional help or attempt to help, or conspiracy to help, another student during the process of exams. The Academic Misconduct Code of CBA will be enforced if found guilty. Penalties include a failing grade in an assignment, exam, or course; or any other action decided by the Chairman/ Examination Unit.

# Group project

You have to create an idea of a product or service that doesn't exist in the market.

Then, try to apply what you have studied through:

1- Mission for your product or service.

2-Brand name.

3- The value proposition

4- Market segmentation (geographic, Demographic, Behavioral segmentation ……. Ch7)

5-Explian the four P’s of Marketing

Product-

-Price(Ch. 10)

-Promotion(Ch. 14)

-Place (Ch. 12)

6- Microenvironment.

A-Suppliers

B-Marketing intermediaries

C-Competitors

8-SWOT analysis

9- Marketing targeting strategies (ch7)

10 – Advertising

**Due Date: week 12**

**Tentative Schedule**

**MKT 201: Principles of Marketing**

|  |  |  |
| --- | --- | --- |
| Week | Topic | Reading |
| 1-2 | Creating and capturing customer value | Ch:1 |
| 3 | Company and marketing strategy | Ch:2 |
| 4 | Analyzing the marketing environment | Ch:3 |
| 5 | Managing marketing information | Ch:4 |
| 6 | Consumer behavior  MID1 Exam | Ch:5 |
| 7 | Creating value for target markets | Ch:7 |
| 8 | Building customer value | Ch:8 |
| 9 | New product development and product life cycle | Ch:9 |
| 10 | Pricing | Ch: 10 |
| 11 | Marketing channels  MID2 Exam | Ch: 12 |
| 12 | Communicating customer value | Ch:14 |
| 13 | Project Presentations |  |

***Best of Luck***