**PRINCIPLES OF MARKETING**

**MKT 201**

**Instructors:** Abdullah Aldarrab

Department of Marketing

Office: Marketing Department office #124

**Office hours: Refer to the schedule (Please send an email to schedule ameeting)**

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**Required Text Book:**

PRINCIPLES OF MARKETING, 14th Edition, Philip Kotler and Gary Armstrong

**TENTATIVE SCHEDULE:**

**Date Topic**

|  |  |
| --- | --- |
| Week 1 | Introduction Ch:1 |
| Week 2 | Ch: 2 |
| Week 3 | Ch: 3 |
| Week 4 | Ch: 4 |
| Week 5 | MID I |
| Week6 | Ch:5 |
| Week7 | Ch:7 |
| Week8 | Case one due and discussion |
| Week9 | Presentation Ch:8& Chapters Best practice paper |
| Week10 | Presentation Ch:10& Chapters best practice paper |
| Week11 | Presentation Ch: 12 & Chapter best practice paper |
| Week12 | Presentation Ch: 14& Chapter best practice paper |
| Week13 | MID II |
| Week14 | Case two due and discussion |

**Method of Assessment** (100 total potential points)

1. **Exams:** (40 points)

There will be two exams. Mid I Exam is worth 20 points , MID II is worth 20 Points, and the final Exam is worth 40 points. Dates for exams will be announced in the class. Mid I Exam will cover chapters:**1,2,3,4.**TMID II exam will cover chapters 5,7,8. The final exam is worth 40 points and will be administrated at the finals week. The date willbe posted when final . There will be **no make–up Exams** without official excused documentationfor your absence.Exams will consist of multiple-choice and True or False Statements.

1. **Attendance and Projects:** (20 points)

Attendance Policy:You should be in at the beginning of the hour. Students are expected to attend every class, having completed the reading assignments, and well prepared and ready to participate in class discussions. attendance usually has a high correlation with how well youdo in a course. **If you are late**, please call back at the end of the class **Don't knock the door to enter the class. Each unexcused missed class will result in a deduction of 2 points from the total points for the course.**It is the university policy to ensure that students take full advantage of their classes. In case of unexcused absences exceeding %25 of semester classes the student will be rewarded with **((حرمان**

**Projects: Two case study reports will assigned to each student(5 points). Case titles and dates of submission will be announced in class. Further, when reaching the final four chapters, each chapter will be assigned to a student to demonstrate in front of the class(5 points). In addition, a best practice paper report and presentation for (10 points). Details will be given during the class.**