

**King Saud University**

**College of Business Administration**

**Department of Marketing**

**Marketing 201: Principles of Marketing**

**Spring 2018/ Section (39573-28599)**

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

# Method of Assessment (100 total potential points)

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

There will be three exams:

* The first two are worth 35points. Dates for exams are determent on the progress of the course work. The first exam is due at the end of the 6th chapter. The second exam is due after the completion of the 13th chapter.
* The final exam is worth 40 points and will be administrated at the finals week. The date will be posted when final exam schedule is available.

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, 4,6. It’ll be worth 20 points

2. Mid II exam shall include chapters; 8,10,13 and it’ll be worth 20 points

3. Final exam will have chapters; 1,4,6,8,10,13,15,18,19 and it’ll be 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, and assignments (20points)**

Students will work on numerous assignments during the semester. Each assignment will be discussed and explained to the class at time.

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 be prepared and ready to participate in class discussions, exercises, and homework. Use your own judgment; attendance usually has a high correlation with how well you do in a course.

**Note:** *If you are late, please calls back at the end of the class don’t knock the door to enter the class.*

*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.*

**GRADING PLAN**

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| **Assignments** | **Points** | **Comments** |
| Exam1 | 20 | ***Will be on Sunday 25/2/2018***  ***(9/6/1439)*** |
| Exam2 | 20 | ***Will be on Sunday 8/4/2018***  ***(22/7/1439)*** |
| Project | 10 |  |
| Cases & Assignments | 10 | With Ms. Norah Al Wataid or Ms. Mona Al Ajlan |
| Final exam | 40 |  |

**Note:** *No extra credit assignments will be available. Late work is not accepted. Assignments turned in late will receive a zero. If you miss a class, it is your responsibility to get notes, assignments, exercises or other materials from another student. Missing class does not excuse you from or change assignment due dates.*

**Syllabus Changes:**

Dates and assignments documented in this syllabus are subject to change at the discretion of the instructor.

**Academic Dishonesty:**

If you are unlucky and were caught cheating, the Grade of F will be awarded automatically. University policy will be enforced with Zero tolerance.

**Students with Disabilities:**

If you are disabled, please inform me as soon as possible so that I can do my best to make the class handicap friendly. In the case of injuries that prevent a student from executing his daily course work, the student is advised to keep me posted to accommodate her needs.

**Tentative Schedule**

**MKT 201: Principles of Marketing**

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| **Week** | Topic and Assignment | Book Reading |
| Week 1 | * Introductions, The Basics, Administrative Responsibilities, | |
| Week 2 | • An Overview of Marketing | * Chapter 1 |
| Week 3 | * The Marketing Environment | * Chapter 4 |
| Week 4 | * Consumer Decision Making | * Chapter 6 |
| Week 5 | * Segmenting and Targeting Markets | * Chapter 8 |
| Week 6 | * Mid 1 exam * Segmenting and Targeting Markets | * Chapter 8 |
| Week 7 | * Segmenting and Targeting Markets | * Chapter 8 |
| Week 8 | * Product Concepts | * Chapter10 |
| Week 9 | * Supply Chain Management and Marketing Channels | * Chapter 13 |
| Week 10 | * Marketing Communication | * Chapter 15 |
| Week 11 | * Marketing Communication | * Chapter 15 |
| Week 12 | * Marketing Communication * Mid 2 exam | Chapter 15 |
| Week 13 | * Social Media and Marketing | * Chapter 18 |
| Week 14 | * Pricing Concepts * Group Presentations | * Chapter 19 |

***Best of Luck***