



Kuwait University
College of Business Administration
<Management & Marketing Department >



Principles of Marketing 220
Course Syllabus
Fall 2021-2020
Dr. Asmaa Alfadhel

Lecture Time and Location:

MKT 220/53 : Monday, Wednesday 9:30-10:45 PM
MKT 220/54 : Monday, Wednesday 11:00-12:15 PM

Contact Information:

Location : CBA Building, First Floor, Department of Management & Marketing
Email : asmaa.alfadhel@ku.edu.kw
Office : B1-1006
Social Media : MyU @AsmaAlfadhel
Office Hours : Monday 12:30– 1:45 PM or by appointment

TA: Zainab Bushehri

Course Description:

The aim of this course is to equip students with a broad understanding of the marketing process and its critical role in business, economy and society. Students will be introduced to basic marketing concepts and principles in line with the continued transformation of conventional practices to digital applications both in Kuwait and internationally. In order to meet the objectives of this course, the following topics are included: understanding the marketing process, marketing definition, philosophies of marketing, buying behavior, buyer decision making process, market segmentation, target marketing, product concepts and types, product life cycle, product line and mix management, new product development, pricing decisions, intermediation and distribution decisions, promotion mix. Furthermore, this course can provide students with opportunity to explore special marketing topics such as service marketing, marketing ethics, and current marketing issues.

Course Learning Outcomes:

The learning outcomes for this course, listed below, relate to the learning goals of the College of Business Administration Undergraduate Program, which can be found in the appendix at the end of this syllabus.

Upon successful completion of the course, students will be able to:

- CLO1 Understand the concept and terminology of marketing to be used in advanced classes.
- CLO2 Identify the main marketing processes involved in creating, communicating, delivering, and exchanging customer value.
- CLO3 Introduce micro and macro elements of marketing environment.
- CLO4 Understand the concept of buying behavior for consumer and business markets.
- CLO5 Create an understanding of market segmentation, segment targeting, and value proposition.



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- CLO6 Introduce different aspects related to a market offering, and new product development.
- CLO7 Understand pricing elements, strategies, and practices.
- CLO8 Develop an understanding of traditional and contemporary marketing channels.
- CLO9 Introduce Integrated Marketing Communications concepts and practices.
- CLO10 Address ethical and global marketing issues.

Required Material:

Textbook: Marketing: An Introduction, Global Edition, 14th Edition, Gary Armstrong, University of North Carolina, Philip Kotler, Northwestern University.

Additional Material: Student notes and PowerPoint slides.

Communication:

- Material will be available on Microsoft Teams
- Moodle will be used for exams
- **MyU** will be used for announcements

Course Requirements and Policies:

- Mutual respect between the instructor and the students is expected in this class. The instructor has the right to ask a student to leave the classroom if the student shows any kind of disrespect.
- Students must follow all the ethical standards in the classroom.
- Students' attendance and participation are expected.
- Showing up to class on time is expected as tardiness disturbs the instructor and the students.
- All mobile phones should be turned off or the student will be asked to leave the classroom.
- Assignments are due on time, otherwise the student will receive a zero.
- **There will be no makeup work for exams or assignments.**
- If you are caught plagiarizing or submitting an assignment that is not original, you will get a zero on the assignment without further warning.
- **I have the right to accept or reject the reasons for absence.**
- If you are planning to receive an FA, please inform the instructor as soon as possible in order to avoid an F grade at the end of the semester.
- No nepotism, or cronyism.
- **When sending me anything make sure you identify yourself (name-class)**

Online Tests:

- The midterm and a final exam will be held in the lab.
- **Quizzes are held at the beginning of the lecture. If you are late for class you will miss it (using your mobiles or laptops)**



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Participation:

- Student participation is vital for a healthy classroom environment. It is also for evaluating students' comprehension during this online course.
- Students are more than welcome to ask questions, provide examples, suggest ideas, and view perceptions relevant to class material.

Project:

- Project details will be handed out separately at the proper time.

Group Selection:

- The group should consist of three students. Students can choose their group members, and for those who cannot, the instructor will assign them to one. **Refer to "files" in Microsoft Teams "Group selection sheet".**

Attendance and Participation:

Attendances is graded and students should be ready to open their cameras when asked during the online class for assessment. Failure to do so, will result in absence and loss of grades. For the first three classes you miss half a mark each, and 1 mark thereafter. (Will be deducted from the 5%)

Every student in this course must abide by the Kuwait University Policy on Attendance (published in the Student Guide, Chapter 3, Section 13). A copy of the student guide can be accessed online on:

http://www.kuniv.edu/cs/groups/ku/documents/ku_content/kuw055940.pdf

This course has a significant seminar component and class participation is critical to the learning experience. Participation will be assessed in each class period. Your class participation and attendance will both contribute to your score of in-class performance.

Cheating and Plagiarism:

Every student in this course must abide by the Kuwait University Policy on Cheating and Plagiarism (published in the Student Guide, Chapter 3, Section 2). A copy of the student guide can be accessed online on:

http://www.kuniv.edu/cs/groups/ku/documents/ku_content/kuw055940.pdf

Please carefully note all sources and assistance when you turn in your work. Under no circumstances should you take credit for work that is not yours. You should neither receive nor give any unauthorized assistance on any deliverable. If you have any questions about what constitutes "unauthorized assistance" please email me before the deliverable is submitted.



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Writing Style:

Students must refer to APA writing style for their assignments and report writing. Refer to the English Language Center for help.

Grading:

The scores in this course will be the weighted average of the following items:

Weight	Description
5%	Class Participation
15%	Quizzes
20%	Midterm
35%	Project
25%	Final Exam
100%	TOTAL

Grade Distribution:

Grade	Range
A	≥ 95
A-	≥ 90 and < 95
B+	≥ 87 and < 90
B	≥ 83 and < 87
B-	≥ 80 and < 83
C+	≥ 77 and < 80
C	≥ 73 and < 77
C-	≥ 70 and < 73
D+	≥ 65 and < 70
D	≥ 60 and < 65
F	< 60



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Course Outline:

Title	Topics
Chapter 1	Defining Marketing & The Marketing processes
Chapter 2	Marketing Strategy
Chapter 3	Analyzing Marketing Environment
Chapter 5	Understanding Consumer Behavior
Chapter 6	Customer Value-Driven Strategy: Creating Value for Target Consumers.
Chapter 7	Products, Services & Brands
Chapter 8	Developing New Products & Managing Product Life Cycle
Chapter 9	Pricing
Chapter 10	Marketing Channels
Chapter 11	Retailing & Wholesaling
Chapter 12	Advertising & Public Relations
Chapter 13	Personal Selling & Promotions
Chapter 14	Direct, Online, Social Media & Mobile Marketing

Important Dates

Date	Event
2/12/2021	Last day to drop a course
20/1/2022	Last day of classes
Set Later	Midterm (chapter 1- 6)
See Project Sheet	Projects Due
30/1/2022 Class(9:30)	Final Exam (chapter 7-14) 11:00-1:00
24/1/2022 Class (11:00)	Final Exam (chapter 7-14) 11:00-1:00

The syllabus is tentative. The instructor holds the right to change the content of the syllabus, students will be notified with any changes.



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CBA Vision:

To be the leading provider of quality business education in the region.

CBA Mission:

As part of Kuwait University, the leading national institution of higher education, the College of Business Administration is committed to providing quality business education, engaging in research and community services to contribute to the socio-economic development of the country.

CLO Mapping to CBA Skill Based Competency Goals

CLO	Competency Goal			
	Analytical	Communication	Business knowledge	Business Ethics
1			I	
2	I			
3			I	
4			I	
5	I	R	I	
6	I	R	I	I
7	I	R	I	I
8	I	R	I	I
9	I	R	I	I
10			R	R

Type of Emphases:

- **(I)ntroduce:** Students will be introduced to the skill and their grasp of it assessed in the course.
- **(A)pply:** The course will not cover the skill. Students should have a high-level grasp of the skill and are required to apply it in the course.
- **(R)einforce:** Students should have an introductory-level grasp of the skill and the course will improve their mastery to a higher level.



CBA Competency Goals

LG1. Analytical Competency: A CBA graduate will be able to use analytical skills to solve business problems and make a well-supported business decision.

Student Learning Objectives:

- 1.1. Use appropriate analytical techniques to solve a given business problem.
- 1.2. Critically evaluate multiple solutions to a business problem.
- 1.3. Make well-supported business decisions.

LG2. Communication Competency: A CBA graduate will be able to communicate effectively in a wide variety of business settings.

Student Learning Objectives:

- 2.1. Deliver clear, concise, and audience-centered presentations.
- 2.2. Write clear, concise, and audience-centered business documents.

LG3. Information Technology Competency: A CBA graduate will be able to utilize Information Technology for the completion of business tasks.

Student Learning Objectives:

- 3.1. Use data-processing tools to analyze or solve business problems.

LG4. Ethical Competency: A CBA graduate will be able to recognize ethical issues present in business environment, analyze the tradeoffs between different ethical perspectives, and make a well-supported ethical decision.

Student Learning Objectives:

- 4.1. Identify the ethical dimensions of a business decision.
- 4.2. Recognize and analyze the tradeoffs created by application of competing ethical perspectives.
- 4.3. Formulate and defend a well-supported recommendation for the resolution of an ethical issue.

LG5. General Business Knowledge: A CBA graduate will be able to demonstrate a basic understanding of the main business disciplines' concepts and theories.

Student Learning Objectives:

- 5.1. Acquire a fundamental understanding of knowledge from the main business disciplines (e.g. finance, accounting, marketing, and management information systems, among others).