**Course Syllabus**

**Spring 2021**

**< >**

**Principles of Marketing 220**

**Lecture Time and Location:**

**DEPT XXX/ XX**  :

**DEPT XXX / XX** :

**Contact Information:**

**Location** :

**Email** :

**Office** :

**Office Hours** :

**Social Media** :

**Teaching Assistant:**

**Name** :

**Location** :

**Email** :

**Office Hours** :

**Tutorial** :

**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.
* 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.

**CLO Mapping to CBA Skill Based Competency Goals[[1]](#footnote-2)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 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.

**Required Material:**

**Textbook** :

**Additional Material** :

**E-Learning System** :

**Course Website** :

**Course Requirements and Policies:**

**Individual Assignments:**

**In-Class Tests:**

**Participation:**

**Class Preparation – Readings, Videos, and Online Quizzes:**

**Attendance and Participation:** 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

**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.

**Writing Style:** Students must refer to MLA 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** |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
| 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 |

**Course Outline:**

|  |  |
| --- | --- |
| **Title** | **Topics** |
| Chapter 1 | Defining Marketing & The Marketing processes |
| Chapter 2 | Marketing Strategy |
| Chapter 3 | Analyzing Marketing Environment |
| Chapter 4 | Managing Marketing Information to Gain Customer Insights |
| Chapter 5 | Understanding Consumer & Business Buyer 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 |
| Chapter 15 | The Global Market Place |
| Chapter 16 | Social Responsibility & Ethics |

**Important Dates**

|  |  |
| --- | --- |
| **Date** | **Event** |
| March 3rd, 2016 | Last day to drop a course |
| May 3rd, 2016 | Last day of classes |
| May 9th, 2016 | Final Exam |

**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.

# CBA Competency Goals

1. **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. Use appropriate analytical techniques to solve a given business problem.
  2. Critically evaluate multiple solutions to a business problem.
  3. Make well-supported business decisions.

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

**Student Learning Objectives:**

* 1. Deliver clear, concise, and audience-centered presentations.
  2. Write clear, concise, and audience-centered business documents.

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

**Student Learning Objectives:**

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

1. **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:**

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

1. **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:**

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

1. CBA Competency Goals can be found at the end of this document [↑](#footnote-ref-2)