**Course Syllabus**

**Spring 2022**

**Samar M. Baqer, PhD., Fulbright**

**Principles of Marketing 220**

**Lecture Time and Location:**

**MKT/ 220/53**  : Mon and Wed 11:00 AM - 12:15 PM Room CG 1004

**Final Exam** : 06-June-2022, 11:00 AM to 01:00 PM

**Contact Information:**

**Location** : **S-1B- 1006** First Floor, Department of Management and MarketingZone B

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**Teaching Assistant:**

**Name** : Shaden Shaker

**Location** : First Floor, Department of Management and MarketingZone A

**Email** : shaden.almustafa@ku.edu.kw

**Office Hours** : TBA

**Tutorial** : None

**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.

**Required Material:**

**Textbook** : Gary Armstrong and Phillip Kotler,Marc Oliver Opresnik**,**  ***Marketing: an Introduction***

***Global; Edition (14th* *edition)***, Prentice-Hall, 2020

**Course Requirements and Policies:**

* + **There will be *NO* extra credits or curve given to students to improve their grades. Also, there will be *NO* makeup work (exams, quizzes, assignments, cases) allowed. If any of the previous items was missed, an average will be used based on the student’s grades.**

**Individual Assignments:**

* + There will be assignments at the end of every week. All assignments will be essay questions based.
  + Each student is supposed to work individually on the assignments and turn them by the specified due date.
  + Students are expected to read the assigned chapter before coming to class and print the handouts associated with it (all handouts will be provided on Dr. Samar’s website).
  + All assignments should be typed (no hand written work will be accepted).
  + Students are expected to read about marketing practices in Kuwait and talk about these readings in class as one form of class participation. Bringing articles from the newspapers or the internet will be highly recommended.

**In-Class Tests:**

* + There will be two midterm exams and one final exam in this course. All exams will have the same format which is multiple choice questions. Short essay questions might be added as a bonus part in order to give students a chance to gain extra credit.
  + Every week student will have a quiz (chapter(s) will be determined ahead of time). Questions will be short answer essay type. At the end of every quiz students will have a bonus question to work on that is worth 2 marks.

**Participation:** Students’ attendance and participation are expected.

**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** |
| 10% | Attendance and Participation |
| 10% | Assignments |
| 10% | Quizzes |
| 30% | 2 Midterms (15% each) |
| 40% | 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 |

**Course Outline:**

|  |  |  |
| --- | --- | --- |
| **Week (Mon , Wed)** | **SUNJECT** | **ASSIGNMENT** |
| **W1** 7,9 March | * + Intro   + Chapter1: Creating and Capturing Customer Value |  |
| **W2** 14,16 March | * + Chapter1: Creating and Capturing Customer Value   + Chapter3: Analyzing the Marketing Environment |  |
| **W3** 21,23 March | * + Chapter3: Analyzing the Marketing Environment   + Chapter5: Understanding Consumer and Business Buyer Behavior | Assignment 1 Due  Quiz 1 |
| **W4** 28,30 March | * + Chapter5: Understanding Consumer and Business Buyer Behavior | Assignment 2 Due |
| **W5** 4,6 April | * + Chapter 6: Creating Value for Target Customers | Quiz 2 |
| **W6** 11,13 April | * + **Exam 1 (Ch. 1,3,5)**   + Chapter 6: Creating Value for Target Customers | Assignment 3 Due |
| **W7** 18,20 April | * + Chapter7: Products, Services, and Brands: Building Customer Value | * + Assignment 4 due   + Quiz 3 |
| **W8** 25,27 April | * + Chapter8: New Product Development and product life cycle | * + Assignment 5 due   + Quiz 4 |
| **W9** 2,4 May | Eid Mubarak ☺ |  |
| **W10** 9,11 May | * + Chapter 16: Sustainable Marketing   + Chapter9: Pricing: Understanding and capturing customer value |  |
| **W11** 16,18 May | * + Midterm 2   + Chapter9: Pricing: Understanding and capturing customer value | Quiz 5 |
| **W12** 23,25 May | * + Chapter 10: Marketing Channels: Delivering Customer Value   + Chapter 11: Retailing and wholesaling |  |
| **W13** 30 May, 1 June | * + Chapter 12: Personal Selling and Sales Promotions   + Chapter 13: Direct Marketing/Some global perspectives | Quiz 6  Assignment 6 due |
| **June 6** | Final Exam | Enjoy the break ☺ |

**Important Dates**

|  |  |
| --- | --- |
| **Date** | **Event** |
| May 1-5, 2022 | Eid Al Fitr Break |
| Thursday: April 14th, 2022 | Last day to withdraw |
| Tuesday: June 02nd , 2022 | Last day of classes (Presentations week) |
| Thursday: June 06th , 2022 | Final Exam |

**Vision**

To be recognized for developing innovative business professionals

**Mission**

We exist to provide an exceptional learning experience ---through excellent education, quality research, and close engagement with the community--- that transforms our students into innovative business professionals who will contribute to the development of Kuwait.