**Kuwait University**

**College Of Business Administration**

**Management & Marketing Department**

**Course Syllabus**

**Fall 2023/2024**

**Dr. Mona AlGhais**

**Principles of Marketing (220)**

● **Lecture time and location: ( 9:30-11am ), (11-12:30pm) and (2pm). Days (2.4) at CBA.**

**● Department of Management & Marketing**

**Contact Information:**

* **Location:** Dept. of Management & Marketing
* **Email:** [**elgaiss@ku.edu.kw**](mailto:elgaiss@ku.edu.kw)
* **Office:** 1026 A1
* **Office Hour:** (12:30-2) pm. Days: (2.4)

**Course Description:**

This is an introductory course that aims to familiarize the students with the marketing concepts and the marketing mix elements. It will also highlight the importance of the marketing function in the organization and show how the marketing department can generate revenue and aid the organization in achieving its objectives.

**Course objectives:**

This course aims at providing the students with thorough understanding of the basic concepts and principles of today’s marketing in Kuwait environment. Aspects related to the environmental, technical and ethical dimensions of marketing behavior will be emphasized.

**Course Learning outcome:**

**Upon the completion of this course, student will be able to:**

* Recognize the importance of the marketing function in the organization and how it’s related to the other business functions.
* Analyze the market and being able to select the target market.
* Understand the consumers’ behavior and attitudes.
* Design a marketing plan to serve the targeted market.
* Understand the marketing mix, product mix and promotional mix.
* Develop a method to launch a new product.

**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/kuw0555940.pdf**](http://www.kuniv.edu/cs/groups/ku/documents/ku_content/kuw0555940.pdf)

This course has a significant seminar component and class participation is critical to the learning experience 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.edulcs/groups/ku/documents/ku\_content/kuw055940.pdf**](http://www.kuniv.edulcs/groups/ku/documents/ku_content/kuw055940.pdf)

Please carefully note all source 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 APA writing style for their assignments and report writing.

Refer to the English Language Center for help.

**Course Content:**

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| Week No. | Topics |
| Week (1) | **Nature, Importance and Evolution of Marketing:**   * Nature and scope of marketing * Objectives of marketing * Evolution of marketing * Importance of marketing |
| Week (2) | **Marketing Segmentation and Selecting the Target Market:**   * Market segmentation: an overview * Segmenting the consumer and business markets * Target market strategies * Market positioning |
| Week (3) | **Consumer, Business Markets and Buying Behavior:**   * Consumer market and consumer decision making * Consumer behavioral model * Business market: its nature, scope and characteristics * Business buying behavior |
| Week (4) | **Product Planning Development:**   * Importance of product innovation * How new is new * Risk involved in launching a new product * New product development process |
| Week (5) | **New Product Strategies:**   * Adaption process * Elements affecting the adaption rate * Diffusion process |
| Week (6) | **Product:**   * Product line and product mix * The product life cycle * Branding * Packaging and labeling |
| Week (7) | **Product Strategies:**   * Positioning the product * Product mix expansion * Product mix alteration * Product line extension * Branding strategies |
| Week (8) | **Price:**   * Meaning and importance of price * Pricing objectives * Factors influencing price determination * Pricing methods |
| Week (9) | **Pricing Strategies:**   * Market penetration strategy * Market skimming strategy * Price discrimination * Psychological pricing * Ethical pricing |
| Week (10) | **Distribution:**   * Role of distribution in the marketing mix * Direct and indirect distribution * Types of distribution channels * Wholesaler and retailer |
| Week (11) | **Distribution Strategies:**   * Direct distribution strategies * Indirect distribution strategies * Intensive distribution strategies * Selective distribution strategies * Exclusivedistribution strategies |
| Week (12) | **Promotion:**   * Marketing communication: an overview * Nature, importance and the purpose of promotion * The promotional budget * Advertising and personal selling |
| Week (13) | **Promotion Strategies:**   * Informative and reminder advertising * Competitive and defensive advertising * Push and pull strategy * Personal selling techniques |

**Required Material:**

* Textbook: Philip Kotler, Gary Armstrong “Principles of Marketing” 2018 Pearson Education Ltd 17th Edition

ISBN: 13-9781292220284

ISBN: 10-1292220287

* Textbook: Roger Karin, Steven Hartley “Marketing” 2018 Mc Graw-Hill 14th Edition

ISBN: 13-9781260092110

ISBN: 10-1260092119

* Dr. Mona R. AlGhais Notes

**Course Requirements:**

1. Two midterms and final
2. Individual homework
3. In-class cases and assignments
4. Quizzes

**Grading:**

* 20% Midterm 1 (Ch 1,3, and 4) on 30/10/2023
* 20% Midterm 2 (Ch3,4,5 and 6) on 27/11/2023
* 15% Quizzes, cases, homework.
* Attendance 5%
* Q1 (Ch 1) on 4/10/2023
* Q2 (Ch 3) on 18/10/2023
* Q3 (Ch 5) on 13/11/2023
* Q4 (Ch 6) on 20/11/2023
* Q5 (Ch 7) on 11/12/2023
* Q6 (Ch 8) on 18/12/2023
* 40% Final (03A) 7/1/2024 (11:00 – 1:00 pm).
* 40% Final (04A) 30/12/2023 (11:00 – 1:00 pm).
* 40% Final (06A) 8/1/2024 (8:00 – 10:00am)