**Kuwait University**

**College Of Business Administration**

**Management & Marketing Department**

**Course Syllabus**

**Spring 2023**

**Dr. Mona AlGhais**

 **Special Topics in Marketing 491**

● **Lecture time and location: Days (1.3.5) at CBA**

**● Department of Management & Marketing**

**Contact Information:**

* **Location:** Dept. of Management & Marketing
* **Email:** **mona.elghaiss@ku.edu.kw**
* **Office:** 1026 A1
* **Office Hour:** 1-2 p.m. Days: (1.3.5)

**Course Description:**

Several interesting topics in the marketing field will be covered in more analytical and applied form, using all the previous knowledge obtained by students. As well as tackling new topics in a dynamic and changing market.

**Course objectives:**

* To learn new topics in the marketing field
* To understand analytical tools and how it can be applied to the marketing fields and any problems they may encounter.
* To be ready for future marketing jobs and or to operate and market your own business.

**Course Learning outcome:**

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

* To be able to comprehend and apply statistical and mathematical tools.
* Being able to apply sales forecasting.
* Make concise decisions based upon the forecast you obtained.
* To come up with new innovative products.
* Design a distinguished brand name for your product.
* Advertise your product in an outstanding way

**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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|  | Topics |
| Week (1) | **Marketing Environment and Market Opportunities:*** Microenvironment (organization, suppliers, competitors, customers etc.)
* Macro environment: demographic and economic forces
* Political and social forces
* Technological and natural forces
 |
| Week (2) | **Measuring Market Opportunities and Forecasting:*** The importance of forecasting
* Methods of sales forecasting
* Time series analysis
* Elements of efficient forecasting
 |
| Week (3) | **Marketing Information and Marketing Research:*** Marketing intelligence system
* Marketing research
* Questionnaire and interviews
* Samples and data analysis
 |
| Week (4) | **Look for opportunities:** * Study the company’s current products and policies
* Analyze the company’s current product
* Analyze the strengths and weaknesses of the product
* Analyze the strengths and weaknesses of the company policies
 |
| Week (5) | **Suggest innovative products:*** Name the product
* Analyze your product attributes
* Analyze your market segment
* Choose your market position
 |
| Week (6) | **Design the product in terms of:*** The shape, color, size
* The taste, smell
* The packaging
 |
| Week (7) | **Innovation:*** Create a new product
* Determine the degree of product newness
* Determine the adoption rate
* Determine the diffusion rate
 |
| Week (8) | **Branding:** * Create and design a brand name
* Elements engaged in branding
* Choose your branding strategies
 |
| Week (9) | **Advertising:*** How to promote your innovative product
* Decide where you want to advertise
* Elements in your advertising message
* Design a good advertising message
 |
| Week (10) | **Other topics:*** Food truck Marketing
* Social media Marketing
* E-Marketing
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| Week (11) | **Customer Relationship Management and other Contemporary Issues :*** Customer relation management (CRM)
* Managing customer loyalty
* Service marketing
* E-marketing
* Online marketing
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**Required Material:**

* Textbook: Michael A. Belch and George Edward Belch “Adverting and Promotion: An Integrated Marketing Communications Perspective” 2020 McGraw-Hill Education, 12th edition

ISBN: 1260796450

ISBN: 9781260796452

* Textbook: David A.Aaker “Managing Brand Equity: Capitalizing on Value of a Brand Name”1991 The Free Press A Division of Simon&Schusrwe Inc.

 ISBN:0-02-900101-3

 EISBN-13:978-1-4391-8838-5

**Course Requirements:**

1. Assignments and case studies
2. Group project due on 26/3/2023
3. Group presentation on (2/4 , 9/4 , 16/4)
4. Midterm on 12/4/2023
5. Attendance and class participation

**Grading:**

* 15% Midterm
* 10% Assignments and case studies
* 35% Project and presentation
* 35% Final exam
* 5% Attendance