**Course Syllabus**

**Spring 2024**

**Dr. Dalal Ahmad**

**Marketing 220- Principles of Marketing**

**Lecture Time and Location:**

**MKT 220/ 51** : Monday & Wednesday 9:30 AM – 10:45 AM

**MKT 220/ 2AX1** : Monday & Wednesday 11:00 AM – 12:15 PM

**Contact Information:**

**Location** : BA Building, first floor, Department of Management and Marketing

**Email** : dalal.Ahmad@ku.edu.kw

**Office** : 24986170

**Office Hours** : Monday & Wednesday 9:00 AM – 9:30 AM. By Appointment

**Social Media** : @MyU Drdahmad

**Teaching Assistant:**

**Name** : Shaden Shaker

**Location** : BA Building, first floor, Department of Management and Marketing

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

**Office Hours** : Monday, Tuesday, & Wednesday 1:00 PM – 2:00 PM

**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:

* 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-1)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 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** : Gary Armstrong and Philip Kotler, ***“Marketing an Introduction 15th edition”,*** Pearson Education versions 2015, 2017, 2020 are acceptable

**Additional Material** : Student notes, and Power Point slides

**E-Learning System** : Moodle

**Course Website** : <https://moodle.ku.edu.kw>

**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.
* All mobile phones should be turned off or the student will be asked to leave the classroom.
* NO nepotism, or cronyism.
* The course will consist of lectures, in-class activities, share and tell, a group project, homeworks, midterms, and a final.
* Students’ attendance and participation are expected.
* Students will form groups (a maximum of 3 students in each) in order to complete the course project (see Moodle for details).
* No makeup work will be offered for missed exams. In the event of an acceptable excuse for exam absence, the student's existing grades will be used to determine an average score.

**Individual Assignments:**

**Homework:**

* As part of the learning process, students will be assigned specific questions related to relevant topics to be completed as individual homework. This exercise serves to reinforce understanding, encourage independent thinking, and provide an opportunity for students to demonstrate their comprehension and critical thinking skills outside of the classroom setting. By completing these assigned questions, students can deepen their knowledge and further engage with the subject matter.

**Share and tell:**

* To enhance the practical application of marketing concepts, students will be required to deliver mini talks on relevant topics related to the assigned chapters. These talks should incorporate real-world examples from our daily lives, such as videos, news pieces, or interviews, and demonstrate how these examples relate to the covered marketing concepts. By connecting theory to real-life situations, students can deepen their understanding, develop critical thinking skills, and gain insights into the practical implications of consumer behavior in various contexts. This exercise encourages students to actively explore and analyze the relevance of marketing principles in the world around them, fostering a deeper appreciation for the subject matter.

**In-Class Tests:**

* The assessment in this course will consist of two term exams throughout the semester, followed by a comprehensive final exam. These exams serve as critical evaluation points to gauge students' understanding of the course material, their ability to apply concepts, and their analytical skills.
* The two exams will be strategically scheduled to cover different sections or themes of the course, allowing students to demonstrate their knowledge acquired up to that point. Each exam will assess students' comprehension of theoretical frameworks, their ability to analyze marketing scenarios, and their application of concepts to real-world examples.
* The final exam will encompass the entire course, incorporating a comprehensive review of all topics covered during the semester. This exam will test students' overall understanding and integration of marketing concepts, as well as their ability to synthesize information from different modules.

**Participation:**

* Student participation is crucial for a vibrant classroom environment, fostering engagement and diverse perspectives.
* Students are encouraged to ask questions, share examples, suggest ideas, and contribute relevant perceptions during class discussions.

**Class Preparation:**

* Students are required to come to class prepared by reading the assigned chapter beforehand, ensuring active engagement during class discussions and activities. This practice enhances comprehension, enables meaningful participation, and fosters a more productive learning environment.

**Group Assignments:**

**In-Class Activities:**

* In-Class Activities will be a regular component throughout the course, offering opportunities for collaborative learning. These activities will be solved in groups, providing you with the chance to engage with your peers, share ideas, and collectively tackle challenges. It is important to note that In-Class Activities are ungraded; their primary purpose is to enhance your understanding of the course material, foster teamwork, and encourage active participation.
* During class sessions, we will dedicate time to discussing the solutions to these activities as a group. This collaborative discussion aims to deepen your comprehension, allow for the exchange of diverse perspectives, and provide insights into different problem-solving approaches. Your active involvement in these discussions is encouraged, as they contribute to a dynamic and enriching learning environment.

**Group Project:**

* Students will be required to form groups consisting of a maximum of 3 members each. Each group must designate a leader who will be responsible for coordinating the team's efforts.
* Every group will be held accountable for meeting deadlines promptly.
* Each group is expected to deliver a presentation of their project on a specified date during the semester.
* In the case of an internal group conflict, the team has the option to request a peer evaluation form from the instructor for resolution and guidance.
* Prior to the presentation, a written report must be submitted.
* A comprehensive project description is available to students through the Moodle course page.

**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

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.

**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** |
| 7% | Quizzes |
| 7% | HomeWorks |
| 2% | In-class Activities |
| 20% | Term Exam |
| 24% | Final Project and Final Presentation |
| 40% | Final |
| 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:**

|  |  |
| --- | --- |
| **Chapter** | **Topics** |
| Chapter 1 | **Marketing: creating and capturing customer value** |
| Chapter 3 | **Analyzing the Marketing Environment** |
| Chapter 5 | **Understanding Consumer and Business buyer behavior** |
| Chapter 6 | **Customer driven marketing strategy: creating value for target customers.** |
| Chapter 7 | **Products, services, and brands: building customer value** |
| Chapter 8 | **New Product Development and Product life cycle** |
| Chapter 9 | **Pricing: understanding and capturing customer value.** |
| Chapter 10 | **Marketing channels :Delivering customer value** |
| Chapter 12 | **Engaging consumers and communicating customer value: advertising and public relations** |
| Chapter 13 | **Personal selling and sales promotion** |
| Chapter 14 | **Direct, online, social media, and mobile marketing** |
| Chapter 16 | **Sustainable marketing: social responsibility and ethics** |

**Important Dates**

|  |  |
| --- | --- |
| **Date** | **Event** |
| March 16th, 2024 | Last day to drop a course |
| May 13th, 2024 | Last day of classes |
| May 23rd , 2024 | Final Exam Section 51 11:00am -1:00pm |
| May 18th , 2024 | Final Exam Section 2AX1 11:00am -1:00pm |

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

# 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-1)