

## **PRINCIPLES OF MARKETING**

<b>Course No</b>	:	<b>BUS 154</b>
<b>Course Title</b>	:	<b>PRINCIPLES OF MARKETING</b>
<b>Prerequisites</b>	:	<b>BUS 140</b>
<b>Course Type</b>	:	<b>Major</b>
<b>Faculty Member</b>	:	<b>Dr.            ; Room #            ; Telephone            ; e-mail</b> <b>;</b>
<b>Office Hours</b>	:	
<b>Class Time</b>	:	
<b>Lecture Class</b>	:	

### **Course Objectives:**

The aim of this course is to introduce the nature and basic concepts of marketing, expose them to applications of marketing principles in the real world, and equip them with the skills to develop a simple marketing plan. This course develops an essential foundation for those planning to continue with more advanced marketing coursework and gives an overview to those who will take only one marketing course.

### **Course Description:**

This is an introductory course about marketing in organizations and is a prerequisite to all other marketing courses. It provides concepts, problems and opportunities in marketing within its competitive, political-legal, economic, social and global environments. The course is a study of the major elements in the marketing mix, including product planning, pricing, channel and logistics of dispersion, and promotion. The main topics include social responsibility and ethics, marketing research, consumer and business-to-business segmentation and positioning and strategic marketing planning. The course also reviews consumer demand, as well as principles, functions, basic problems of marketing.

### **Course Outline:**

1. Comparison of Sales versus Marketing
2. The Organization Chart for various types of organizations.
3. The role of the sales department within different types of organizations (small, medium, large as well as service, manufacturing, trading, etc)
4. The role of the marketing department within different types of organizations
5. Working knowledge of how to apply the key frameworks and tools for analyzing customers, competition, marketing positioning, and marketing strengths and weaknesses.

6. Define market segmentation ; Various Types
7. Analyze Marketing Mix: Identify the stages of the product life cycle; components of industrial and consumer markets
8. Introduction to Marketing Planning and Marketing Campaigns
9. Introduction to Marketing Channels (Advertising, Direct Marketing, Public Relations such as Sponsorships, Social Events, etc)
10. Introduction to Desk Top Publishing packages (such as Photoshop), Multimedia Presentations (such as PowerPoint or Animator) and bulk email servers (such as Desk Top Server)
11. Introduction to Customer Relationship Management (concepts and use of a popular CRM package such as Seibel)
12. Identify the strategies of effective pricing.

### **Learning Outcomes:**

After completing the course the student should be able to:

1. Differentiate between sales and marketing
2. Appreciate the need for marketing planning.
3. Describe the variables, techniques, and the processes used to segment markets.
4. Develop Product and Pricing Strategy; types of marketing channels; Distribution and Promotion Strategies.
5. Describe and integrate the relationships among the elements of the marketing mix.
6. Demonstrate basic level skills in using electronic publishing, multimedia and email software packages as means of advertising.

### **Skills to be developed:**

This course helps students in developing the following skills:

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|--|---|
| 1. <b>Communication</b> (Oral & written) | <b>Through Assignments, Case Study discussions and Examinations</b>               |
| 2. <b>Analytical</b>                     | <b>Through Case studies and examinations</b>                                      |
| 3. <b>Team Work</b>                      | <b>Through Case studies</b>   |
| 4. <b>Creative Thinking</b>              | <b>Through Case studies, assignments, classroom discussions</b>                   |
| 5. <b>Adaptability to Change</b>         | <b>Through Case studies, and examinations</b>                                     |
| 6. <b>Ethics</b>                         | <b>Through lectures and assignments</b>   |
| 7. <b>Use of Information Technology</b>  | <b>Through use of PCs, Internet, CD-ROM, Statistical data base in the library</b> |
| 8. <b>International issues</b>           | <b>Through Case studies, assignments, classroom discussions, and examinations</b> |

## Evaluating Student Performance:

Class participation and attendance	10%
Individual assignments /or/ Tests (two)	40%
Mid-term examination	20%
Project Presentation (Final)	30%

Assignment	LO1	LO2	LO3	LO4	LO5	LO6
Class Participation	X		X		X	
Class Assignments/ Tests		X		X	X	
Mid-term exam			X		X	
Project				X		X

## Grading:

<u>Percentage Score</u>	<u>Letter Grade</u>	<u>GPA Points</u>	<u>Percentage Score</u>	<u>Letter Grade</u>	<u>GPA Points</u>
90 - 100	A	4.0	70 - 74	C	2.0
85 - 89	B+	3.5	65 - 69	D+	1.5
80 - 84	B	3.0	60 - 64	D	1.0
75 - 79	C+	2.5	< 60	F	0.0

## Educational Resources:

<b>Educational Resource</b>	<b>Description</b>	<b>Comments</b>
<b>Textbooks Required</b>	Boone, L, & Kurtz, D. Contemporary Marketing, 11 <sup>th</sup> ed. Marketing: Real People, Real Choices (2003), by Michael R. Solomon and Elnora W. Stuart, Prentice-Hall	
<b>References</b>	W. D. Perreault, Jr. and E. J. McCarthy, Basic Marketing: A Global-Managerial Approach, 14 <sup>th</sup> ed., Irwin/McGraw-Hill Marketing: Concepts and Strategies, Pride & Ferrell, Houghton Mifflin, 12 <sup>th</sup> ed. Al Khawarizmi International College, Lecture Notes, 'Introduction to Marketing'. 1 <sup>st</sup> ed. Brassington, F. & Pettitt, S. (2003) 'Principles of Marketing.' 3 <sup>rd</sup> ed., London, Pitman Publishing.	
<b>Journals</b>	Journal of Marketing	
<b>Computers</b>	Internet searches for obtaining info on Islamic traditions and Values	
<b>CD – ROM :</b>	(CD-ROM) data base in the library + Action learning through CD Accompanying the textbook	
<b>Other Resources:</b>	Library resources, Internet search of periodicals	

**Course Schedule & Outline:**  
Sixteen Week Semester, 3 hrs/Wk

<b>Date</b>	<b>Week</b>	<b>Outline Syllabus</b>	<b>Learning Outcomes</b>	<b>Homework Assignments, Due dates</b>
<b>February</b> 12/2-16/2	1		LO1	
<b>February</b> 19/2-23/2	2		LO2	
<b>May</b> 28/5- 31/5		<b>General Review</b>		