



Course Specifications

Course Title:	Marketing Management
Code:	MRKT 231
Program:	Bachelor in Marketing and E-Commerce
Department:	Marketing and E-Commerce
College	Business Administration
Institution:	Jazan University
Academic Year:	2022-2
Semester:	Spring
Course Coordinator:	Mr. Mohammed Alameer
Date:	

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A. Course Identification

1. Credit hours:			
2. Course type			
a.	University <input type="checkbox"/>	College <input checked="" type="checkbox"/>	Department <input type="checkbox"/>
b.	Required <input type="checkbox"/>	Elective <input type="checkbox"/>	Others <input type="checkbox"/>
3. Level/year at which this course is offered: 4 th level/ II year			
4. Pre-requisites for this course (if any): None			
5. Co-requisites for this course (if any): None			

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	X	100%
2	Blended		
3	E-learning		
4	Distance learning		
5	Other		

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	28
2	Laboratory/Studio	0
3	Tutorial	0
4	Others (specify)	0
	Total	28

B. Course Objectives and Learning Outcomes

1. Course Description	
This course deals with the introductory aspects of Marketing Management. It is meant to prepare a foundation for the students, which will help them to pursue further study in the field of marketing. This course will be delivered by Lectures Assessed by Mids, Final	
2. Course Main Objective	
Initiate students with the marketing fundamentals	
3. Course Learning Outcomes	
	CLOs
1	Knowledge and Understanding
1.1	Students should be able to know the importance of marketing management.
	Aligned PLOs



1.2	Students will be able to demonstrate a broad range of basic knowledge and understanding setting product strategy and pricing decisions	
1.3		
1...		
2	Skills :	
2.1	Students are able to practice methods of inquiry, investigation and research for complex issues and problems in Product Development in Marketing Management	
2.2	Students are able to relate marketing management plans to real business plan	
2.3	Students are able to effectively communicate both orally and in writing, select and use forms of presentation appropriate for differing issues and audiences.	
2...		
3	Values:	
3.1	Students will be able to demonstrate code of conduct and represent responsible to Environment	
3.2	Students will be able to develop his /her academics and assess their own learning and performance for long-life learning.	
3.3	Students will be able to work collaboratively in a team and can be a leader.	
3...		

C. Course Content

No	List of Topics	Contact Hours
1	EXPLAINING COURSE DESCRIPTION, COURSE OBJECTIVES, COURSE OUTLINE & SESSION PLAN	2
2	The importance of marketing The scope of marketing	2
3	Core marketing concepts	2
4	Company Orientation toward the Marketplace Marketing Management Tasks	2
5	Building Customer value, satisfaction, and loyalty	2
...	Cultivating Customer Relationship Management	2
	EXAM WEEK (First Lecture of the Week: Unit Review)	2
	Customer Database and data Marketing	2
	Product basics: definition and classification Product differentiation	2
	Understand pricing	2
	Setting price	2
	Marketing channels: an overview	2
	The role of marketing channels Channel integration system E-Commerce marketing practices	2
	Marketing communication, brand equity and sales Marketing communications process model Components of Marketing Plan	2
	Total	28



D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	Knowledge and Understanding		
1.1	Describe the fundamentals of marketing principles and the process by which marketing plans and strategies are constructed	Oral exposure	Multiple choice question
1.2	Outline the importance of marketing to a business enterprise in terms of development, pricing, promotion and distribution of its products or services.	Oral exposure	Multiple choice question
...			
2.0	Skills		
2.1	Analyze the marketing problem and provide solutions based on marketing information.	Team work	Multiple choice questions
2.2	Interpret complex marketing issues and problems using relevant principles, concepts, theories and methods	Team work Case Study	Multiple choice questions Short and long question
...			
3.0	Values		
3.1	Use appropriate means of researching new marketing information or techniques needed for the completion of task.	Case study- Exercises	Quizzes - exercises
3.2			
...			

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Attendance	From week 1 to week 15	5%
2	First Mid term Exam	7th	30%
3	Oral presentation	14th	5%
4	Quizzes	5th & 13th	10%
5	Final Exam	16 th (examination period)	50%
6			
7			
8			

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice:



Schedule of Teaching staff Office hours included in the student guide, published at college webpage, published in the department announcement board, and the door of teaching staff offices

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	Marketing Management Arab world edition Philip Kotler and all Pearson 2012 Marketing Management Philip Kotler Prentice Hall Publications 2008 Marketing Management Frank Bradely 2007 Basic Marketing- A Global Managerial Perspective Irwin McGrew Hill 2007
Essential References Materials	<ol style="list-style-type: none"> 1. Economist 2. European Journal of Marketing 3. European Management Journal 4. Journal of Marketing 5. Marketing Week 6. Harvard Business Review
Electronic Materials	Ebsco Business Source Premier: A database containing several hundred key business and management journals with full text articles updated daily. Courseware: Specific research support resources and documents, selectively posted to complement and build upon materials available in proctor's methodological text. Such documentation will typically be posted regularly. www.marketing.glenco.com www.decalibrary.org www.ncpublicschools.org www.mark-ed.com
Other Learning Materials	<ul style="list-style-type: none"> - http://www.emeraldinsight.com/insight - http://www.allbusiness.com

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Classroom/ lecture hall with chairs as per the number of Students Registered for the Course, Table & Chair for Instructor, Lecture Stand, Air-Conditioner etc.
Technology Resources (AV, data show, Smart Board, software, etc.)	White Board, Laptop with basic softwares, Projector, Screen etc
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	None



G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Effectiveness of teaching and assessment	Course Committee	Indirect
	Students - survey	Indirect
	Peer Evaluation (teaching staff)	Indirect
	Students – Results & Grades	Direct
	Students – Focus Group Discussion	Indirect
Extent of achievement of course learning outcomes	Course committee	Direct
	Students - Survey	Indirect
Quality of learning resources, office hours, students work load, feedback to students etc	Students - Survey	Indirect

Evaluation areas (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

Evaluators (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

H. Specification Approval Data

Council / Committee	
Reference No.	
Date	

