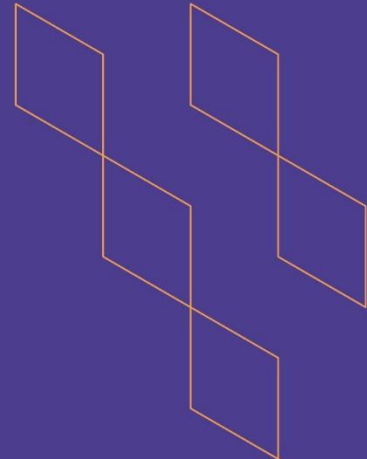




T-104

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Course Specification



| |
|---|
| Course Title: Marketing |
| Course Code: 504IDS-3 |
| Program: bachelor's in interior design |
| Department: Interior Design |
| College: Faculty of Design and Architecture |
| Institution: Jazan University |
| Version: 3 |
| Last Revision Date: 2022 |



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A. General information about the course:

| Course Identification | |
|---|--|
| 1. Credit hours: | |
| 2. Course type | |
| a. | University <input type="checkbox"/> College <input type="checkbox"/> Department <input checked="" type="checkbox"/> Track <input type="checkbox"/> Others <input type="checkbox"/> |
| b. | Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/> |
| 3. Level/year at which this course is offered: | |
| 4. Course general 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 create and manage a successful relationship with their clients and understand the market place for Interior Design and have the necessary assets to start and develop their business activity. | |
| 5. Pre-requirements for this course (if any): | |
| 6. Co- requirements for this course (if any): | |
| 7. Course Main Objective(s) Initiate students with the marketing fundamentals | |

1. Teaching mode (mark all that apply)

| No | Mode of Instruction | Contact Hours | Percentage |
|----|-----------------------|---------------|------------|
| 1. | Traditional classroom | 3 hours | 100 % |
| 2. | Blended | | |
| 3. | E-learning | - | - |
| 4. | Distance learning | - | - |
| 5. | Others | - | - |

2. Contact Hours (based on the academic semester)

| No | Activity | Contact Hours |
|----|----------|---------------|
| 1. | Lectures | 36 |



| | | |
|--------------|-------------------|-----------|
| 2. | Laboratory/Studio | 0 |
| 3. | Tutorial | 0 |
| 4. | Others (specify) | 4 |
| Total | | 40 |

B. Course Learning Outcomes (CLOs), Teaching Strategies and Assessment Methods

| Code | Course Learning Outcomes | Teaching Strategies | Assessment Methods |
|------|---|---|--|
| 1.0 | Knowledge and understanding | | |
| | Describe the fundamentals of marketing principles and the process by which marketing plans and strategies are constructed. Outline the importance of marketing to a business enterprise in terms of development, pricing, promotion and distribution of its products or services. | -Lectures -Workshops -Brainstorming - Cooperative learning -Group discussion. | - direct method (Theoretical objective test) by Test specification table. -indirect method Course LO survey |
| 1.2 | Recognize the relevant conventions, regulations, and technical requirements of how these may be modified over time in response to changing circumstances. | -Lectures -Workshops -Brainstorming - Cooperative learning -Group discussion. | - direct method (Theoretical objective test) by Test specification table. -indirect method Course LO survey |
| | | -Lectures -Workshops -Brainstorming - Cooperative learning -Group discussion. | - direct method (Theoretical objective test) by Test specification table. -indirect method Course LO survey |
| 2.0 | | | |
| 2.1 | Analyze the marketing problem and provide solutions based on marketing information. | - Laboratory work - Practical implementation - Illustrative tutorials - Problem-solving strategy | - direct method (Practical test) by Test specification table. -indirect method Course LO |
| 2.2 | Interpret complex | - Laboratory work | |





| Code | Course Learning Outcomes | Teaching Strategies | Assessment Methods |
|------|--|--|--|
| | marketing issues and problems using relevant principles, concepts, theories and methods | - Practical implementation - Illustrative tutorials - Problem-solving strategy | survey |
| 3.0 | Values, autonomy, and responsibility | | |
| 3.1 | Use appropriate means of researching new marketing information or techniques needed for the completion of task. | Small group discussion -Interactivity Focus Cooperative learning Self-learning | - direct method (Practical test) by Test specification table. -indirect method Course LO survey |
| 3.2 | Demonstrate the use of effective communication tools in gathering, interpreting, and communicating data and ideas in marketing applications | Small group discussion -Interactivity Focus Cooperative learning Self-learning | - direct method (Practical test) by Test specification table. -indirect method Course LO survey |

C. Course Content

| No | List of Topics | Contact Hours |
|----|--|---------------|
| 1. | explaining course description, course objective, course outline & session plan | 3 |
| 2. | The importance of marketing The scope of marketing | 3 |
| 3 | Core marketing concepts | 3 |
| 4 | the Marketplace Company Orientation toward Marketing Management Tasks | 3 |
| 5 | Microenvironment | 3 |
| 6 | How to respond to the environment | 3 |
| 7 | Product basics: definition and classification Product differentiation | 3 |
| 8 | Understand pricing. Setting price | 3 |
| 9 | Marketing channels: an overview | 6 |
| 10 | The role of marketing channels E-Commerce marketing practices | 3 |



| | | |
|-------|---|----|
| 11 | Marketing communication, brand equity and sales Marketing communications process model | 6 |
| 12 | Final Exam | 3 |
| Total | | 36 |

D. Students Assessment Activities

| No | Assessment Activities * | Assessment timing (in week no) | Percentage of Total Assessment Score |
|-------|-------------------------|-----------------------------------|---|
| 1. | Assignments, Quizzes | Periodically | 20 % |
| 2. | Mid Term | 6-8 | 20 % |
| 3. | project | 15 | 20 % |
| 4. | Theoretical exam | 16 | 40 % |
| Total | | | 100% |

*Assessment Activities (i.e., Written test, oral test, oral presentation, group project, essay, etc.)

E. Learning Resources and Facilities

1. References and Learning Resources

| | |
|-----------------------|--|
| Required Textbooks | <p>List Required Textbooks:</p> <p>Marketing Management Arab world edition Philip Kotler and all Pearson 2012</p> <p>Marketing Management Philip Kotler Prentice Hall Publications 2008</p> <p>Marketing Management Frank Bradely 2007</p> <p>Basic Marketing- A Global Managerial Perspective Irwin McGraw Hill 2007</p> |
| Essential References | <p>1. Economist</p> <p>2. European Journal of Marketing</p> <p>3. European Management Journal</p> <p>4. Journal of Marketing</p> <p>5. Marketing Week</p> <p>6. Harvard Business Review</p> |
| Supportive References | |
| Electronic Materials | <p>Ebsco Business Source Premier: A database containing several hundred key business and management journals with full text articles updated daily.</p> <p>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.</p> <p>www.marketingglenco.com</p> |

| | |
|--------------------------|--|
| | 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. Required Facilities and equipment

| Items | 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.) | Digital Smart Screen, Laptop with basic software's |
| Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list) | None |

F. Assessment of Course Quality

| Assessment Areas/Issues | Assessor | Assessment Methods |
|--|--|-------------------------------|
| Effectiveness of teaching and assessment | Students Peer Reviewer or Head of Department | -Online system course survey |
| Quality of learning resources | Students Peer Reviewer or Head of Department | - Online system course survey |
| Course Learning outcomes | Students Peer Reviewer or Head of Department | Course LO survey |

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

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

Assessment Methods (Direct, Indirect)

G. Specification Approval Data

| | |
|--------------------|--------------------|
| COUNCIL /COMMITTEE | DEPARTMENT COUNCIL |
| REFERENCE NO. | |



DATE

20233

