

T-104  
2022

# Course Specification

Course Title:	<b>Marketing Management</b>
Course Code:	<b>MRKT231</b>
Program:	<b>Bachelor's degree in marketing &amp; E-Commerce</b>
Department:	<b>Marketing &amp; E-commerce</b>
College:	<b>College of Business Administration</b>
Institution:	<b>Jazan University</b>
Version:	<i>Course Specification Version Number</i>
Last Revision Date:	2023\12\



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## A. General information about the course:

Course Identification	
1. Credit hours:	2
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: level 8	
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 to pursue further study in the field of marketing. This course will be delivered by Lectures Assessed by Mids. Final.	
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	33	100%
2.	E-learning		
3.	Hybrid <ul style="list-style-type: none"> <li>Traditional classroom</li> <li>E-learning</li> </ul>		
4.	Distance learning		

### 2. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
1.	Lectures	28
2.	Laboratory/Studio	00
3.	Field	00
4.	Tutorial	00
5.	Others (specify)	00
	Total	28

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

Code	Course Learning Outcomes	Code of CLOs aligned with program	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	K1	Classroom Lectures, Case Studies, Group Discussion.	Multiple choice question, Short Questions
1.2	Outline the importance of marketing to a business enterprise in terms of development, pricing, promotion and distribution of its products or services.	K1	Classroom Lectures, Case Studies, Group Discussion.	Multiple choice question, Short Questions
2.0	Skills			
2.1	Analyze the marketing problem and provide solutions based on marketing information.	S5	Lectures, Group Discussion, Case-study	Multiple choice question, Short Questions
2.2	Interpret complex marketing issues and problems using relevant principles, concepts, theories and methods	S1	Lectures, Group Discussion, Case-study	Multiple choice question, Short Questions
3.0	Values, autonomy, and responsibility			
3.1	Use appropriate means of researching new marketing information or techniques needed for the completion of task.	V2	Discussions based on Video cases, written case studies, with class presentation.	Paper-based exam. (Midterm & final) Blackboard Quizzes. Case-Presentation. Class Participation and Discussion.
3.2	Students will be able to develop their own academic and professional self- development plans for a long-life learning process and assess their personnel performance.	V3	Group discussions	Peer-view.
3.3	Students will be able to work collaboratively in a team and perform a wide range of tasks in a professional manner and with autonomy as a leader.	V1	Group discussions	Case-Presentation. Paper-based exam (Midterm & final).

## C. Course Content

No	List of Topics	Contact Hours
1.	EXPLAINING COURSE DESCRIPTION, COURSE OBJECTIVES, COURSE OUTLINE & SESSION PLAN	2hours
2.	The importance of marketingThe scope of marketing	2hours
3.	Core marketing concepts	2hours
4.	Company Orientation toward the MarketplaceMarketing Management Tasks	2hours
5.	Building Customer value, satisfaction, and loyalty	2hours
6.	Cultivating Customer Relationship Management	2hours
7.	EXAM WEEK (First Lecture of the Week: Unit Review)	2hours
8.	Customer Database and data Marketing	2hours
9.	Product basics: definition and classificationProduct differentiation	2hours
10.	Understand pricing	2hours
11.	Setting price	2hours
12.	Marketing channels: an overview	2hours
13.	The role of marketing channels Channel integration system E-Commerce marketing practices	2hours
1.	Marketing communication, Components of Marketing Plan	2hours
Total		28

## D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1.	Quiz	6	10
2.	Mid-term examination	8-10	30
3.	Presentation, class attendance and participation	11	10
4.	Final Examination	16	50

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

## E. Learning Resources and Facilities

### 1. References and Learning Resources

Essential References	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 McGraw Hill 2007
Supportive References	<ol style="list-style-type: none"> <li>1. Economist</li> <li>2. European Journal of Marketing</li> <li>3. European Management Journal</li> <li>4. Journal of Marketing</li> <li>5. Marketing Week</li> <li>6. Harvard Business Review</li> </ol>
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. <a href="http://www.marketing.glenco.com">www.marketing.glenco.com</a> <a href="http://www.decalibrary.org">www.decalibrary.org</a> <a href="http://www.ncpublicschools.org">www.ncpublicschools.org</a> <a href="http://www.mark-ed.com">www.mark-ed.com</a>
Other Learning Materials	<p>- <a href="http://www.emeraldinsight.com/insight">http://www.emeraldinsight.com/insight</a></p> <p>- <a href="http://www.allbusiness.com">http://www.allbusiness.com</a></p>

### 2. Required Facilities and equipment

Items	Resources
facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, 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 equipment (projector, smart board, software)	White Board, Laptop with basic softwares, Projector, Screen etc
Other equipment (depending on the nature of the specialty)	

## F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
Effectiveness of teaching and assessment	Course Committee	Indirect
Extent of achievement of course learning outcomes	Students - survey	Indirect
Quality of learning resources, office hours, students workload, feedback to students etc	Peer Evaluation (teaching staff)	Indirect

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

**Assessment Methods** (Direct, Indirect)

## G. Specification Approval Data

COUNCIL /COMMITTEE	
REFERENCE NO.	
DATE	