



Course Specification

(Bachelor)

Course Title: : **Marketing**

Course Code: **504IDS-3**

Program: **Bachelor in Interior Design**

Department: **Art**

College: **Art & Humanities**

Institution: **Jazan University**

Version: **5**

Last Revision Date: **September 2023**



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A. General information about the course:

1. Course Identification

1. Credit hours: 3hours (2 Lecture+ 1 Tutorial)

2. Course type

A. ☐University ☐College ☒Department ☐Track ☐Others
B. ☒Required ☐Elective

3. Level/year at which this course is offered: Level 15/ 5th Year

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):

none

7. Course Main Objective(s):

This course aims to highlight aspects of the use of imaging photo of the year and learn basic concepts tied it with determination procedure and support communication skills and inspiration.

2. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	3 hours	100 %
2	E-learning	-	0 %
3	Hybrid <ul style="list-style-type: none"> Traditional classroom E-learning 	-	0 %
4	Distance learning	-	0 %



3. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
1.	Lectures	30
2.	Laboratory/Studio	0
3.	Field	0
4.	Tutorial	15
5.	Others (specify)	0
Total		45

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	Lectures -Workshops -Brainstorming - Cooperative learning -Group discussion.	direct method (Theoretical objective test) by Test specification table. -indirect method Course LO survey -Practical exercises..
1.2	Outline the importance of marketing to a business enterprise in terms of development, pricing, promotion and distribution of its products or services.	K2		
1.3	Recognize the relevant conventions, regulations, and technical requirements of how these may be modified over time in response to changing circumstances.	K3		
2.0	Skills			
2.1	Analyze the marketing problem and provide solutions based on marketing information.	S1	Laboratory work - Practical implementation - Illustrative tutorials - Problem-solving strategy	-- Objective test by T.S.T -The Student Achievement Files. -Practical exercises..
2.2	Interpret complex marketing issues and problems using relevant principles, concepts, theories and methods	S2		
3.0	Values, autonomy, and responsibility			



Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
3.1	Use appropriate means of researching new marketing information or techniques needed for the completion of task.	V2	Small group discussion -Interactivity Focus Cooperative learning Self-learning	- Objective test by T.S.T -The Student Achievement Files. -Practical exercises.
	Demonstrate the use of effective communication tools in gathering, interpreting, and communicating data and ideas in marketing applications			

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	6
5.	Microenvironment	3
6.	Macro-environment	3
7.	How to respond to the environment	6
8.	Product basics: definition and classification Product differentiation	3
9.	Understand pricing. Setting price	3
10.	Marketing channels: an overview	3
11.	The role of marketing channels Channel integration system E-Commerce marketing practices	6
12.	Marketing communication, brand equity and sales Marketing communications process model	3
Total		45



D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1.	Evaluation 1&2 (Researches- short exams- short projects- homework- class work- class activity)	2-4	20%
2.	Mid-term exam	5-6	20%
3.	Evaluation 3&4 (Researches- short exams- short projects- homework- class work- class activity)	7-9	20%
4.	Final exam	13-14	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

Essential References	<p>Economist</p> <p>2. European Journal of Marketing</p> <p>3. European Management Journal</p>
Supportive References	Ben Long, Complete Digital Photography, Cen gage Learning , 2005
Electronic Materials	<p>www.marketing.glenco.com</p> <p>www.decalibrary.org</p> <p>www.ncpublicschools.org</p> <p>www.mark-ed.com</p>
Other Learning Materials	- A set Web recruitment techniques in the educational process and exercises.

2. Required Facilities and equipment

Items	Resources
facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	Classroom for group of 20 students.
Technology equipment (projector, smart board, software)	-Data show attached to instructor computer and projector screen. -Smart Board.





Items	Resources
Other equipment (depending on the nature of the specialty)	No

F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods	
Effectiveness of teaching and assessment	Students	indirect method	direct method
		- On line system course survey	
	Peer Reviewer or Head of Department		Peer or Head of Department observation
Quality of learning resources	Students	- On line system course survey	
	Peer Reviewer or Head of Department		Peer or Head of Department Assessment
Achievement of course learning outcomes	Students	Course LO survey	
Final exam validity	Program Assessment Committee or Head of Department		Theoretical test According to Test specification table

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

Assessment Methods (Direct, Indirect)

G. Specification Approval

COUNCIL /COMMITTEE	department council (3) year 2023/2024
REFERENCE NO.	Course Coordinator/Dr.Azza Ahmed Gamal
DATE	23/9/2024

