

Al-Madinah International University (MEDIU)
MQA-01 Document
Area 2: Curriculum Design and Delivery-Foundation Subjects

(10) Principles of Marketing-BMKT2013

1.	Name of Course				Principles of Marketing			
2.	Course Code				BMKT2013			
3.	Name(s) of academic staff							
4.	Rationale for the inclusion of the course/module in the programme				Marketing is a very important aspect in business since it contributes greatly to the success of the organization. Production and distribution depend largely on marketing. Marketing covers advertising promotions, public relations, and sales. It is the process of introducing and promoting the product or service into the market and encourages sales from the buying public. Marketing consists of the strategies and tactics used to identify, create, and maintain satisfying relationships with customers that result in value for both the customer and the marketer.			
5.	Semester and Year offered				1/2			
6.	Total Student Learning Time (SLT)		Face to Face			Total Guided and Independent Learning		
	L = Lecture T = Tutorial P = Practical O= Others		L	T	P	O	Guided = 42 Independent = 84 Total = 126	
			28	14				
7.	Credit Value				3			
8.	Prerequisite (if any)				None			
9.	Objectives: <ul style="list-style-type: none">• The goal of this subject is to provide students with an introduction to marketing as applied in modern business organizations.• Students will be introduced to the marketing principles and concepts for effective application of marketing of products and services.• Specifically, students will learn the basic marketing concepts and principles, and market place and customers decisions and how they affect marketing of goods and services.• Students will also learn to apply the marketing mix strategies, and/or long term growth strategies in marketing of goods and services.							

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10.	<p>Learning outcomes:</p> <p>At the completion of the subject, students should be able to perform the following tasks:</p> <ul style="list-style-type: none">• Understand the concept and principles of marketing as applied in business organizations.• Understand the role of marketing in a business organization.• Appreciate how marketing of goods and services improves the quality of life of consumers.• Understand how the marketplace decisions affects marketing of goods and services• Understand how the customer decisions affects marketing of goods and services• Apply the marketing mix strategies in marketing of goods and services.• Apply the long term growth strategies in marketing of goods and services
11.	<p>Transferable Skills:</p> <p>Sales & Marketing are important skills which allow students to engage with all types of people and buyers. Marketing provides students the skills to increase brand awareness, develop a target market, as well as create the necessary leads and enquiries through targeted marketing campaigns. The key to success in any business is sales and during the course there is a strong focus on developing sales skills, so that it can be applied. . Most importantly the course allows students to discover new ways to penetrate new markets, developing existing accounts and increase sales. Finally the course will help students meet and exceed targets so that they can experience real job satisfaction and increased rewards.</p>
12.	<p>Teaching-learning and assessment strategy</p> <p>A variety of teaching and learning strategies are used throughout the course, including:</p> <ul style="list-style-type: none">• Lecture sessions• Tutorial sessions• Case Studies• Student-Lecturer discussion• Collaborative and co-operative learning• Workshops and Training Seminars• Independent study <p>Assessment strategies include the following:</p> <ul style="list-style-type: none">• Ongoing quizzes• Midterm tests• Performance Assessment (Participation, project, Assigned exercises)• Case Presentations

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13.	Synopsis: Marketing is about identifying potential customers, researching their needs, developing products to suit customer requirements, organising marketing programmes and promotional activities, branding products and services, managing distribution and providing customer satisfaction. The course aims to increase skills of students in all these areas and aims to advance their planning and strategic skills so that they can become an effective sales and marketing planner. The sales and marketing skills acquired allows students from all industry backgrounds to gain an edge over competitors, as they learn how to apply marketing principles and techniques to their sales strategy																																				
14.	Mode of Delivery: Face to Face <ul style="list-style-type: none">Lecture sessionsTutorial sessions																																				
15.	Assessment Methods and Types: The assessment for this course will be based on the following: <table><tr><td>Coursework</td><td>50%</td></tr><tr><td>Quizzes</td><td>10%</td></tr><tr><td>Assignments</td><td>10%</td></tr><tr><td>Project</td><td>10%</td></tr><tr><td>Mid-Semester Exam</td><td>20%</td></tr><tr><td>Final Examination</td><td>50%.</td></tr><tr><td>Total</td><td>100%</td></tr></table>													Coursework	50%	Quizzes	10%	Assignments	10%	Project	10%	Mid-Semester Exam	20%	Final Examination	50%.	Total	100%										
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16.	Mapping of the course/module to the Programme Aims The individual course is mapped to the programme aims using a scale of one to five where (one being the least relevant/related and five being the most relevant/ related). <table><tr><td>A1</td><td>A2</td><td>A3</td><td>A4</td><td>A5</td><td>A6</td></tr><tr><td>4</td><td>3</td><td>4</td><td>3</td><td>4</td><td>3</td></tr></table>													A1	A2	A3	A4	A5	A6	4	3	4	3	4	3												
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17.	Mapping of the course/module to the Programme Learning Outcomes The learning outcomes of this course are mapped to the eight MQF domains using a scale of one to five where (one being the least relevant/related and five being the most relevant/ related). <table><tr><td>LO1</td><td>LO2</td><td>LO3</td><td>LO4</td><td>LO5</td><td>LO6</td><td>LO7</td><td>LO8</td><td>LO9</td><td>LO10</td><td>LO11</td><td>LO12</td></tr><tr><td>3</td><td>4</td><td>4</td><td>2</td><td>2</td><td>2</td><td>2</td><td>2</td><td>2</td><td>2</td><td>2</td><td>4</td></tr></table>													LO1	LO2	LO3	LO4	LO5	LO6	LO7	LO8	LO9	LO10	LO11	LO12	3	4	4	2	2	2	2	2	2	2	2	4
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18.	Content outline of the course/module and the SLT per topic					
	WEEK	Details	SLT			
			L	T	Indep.	Total
	WEEK 1	Understanding Marketing and The Marketing Process <ul style="list-style-type: none"> What is marketing How is Marketing Done When Did Marketing Begin? The Evolution of a Concept Why is Marketing Important 	2	1	6	9
	WEEK 2, 3	Product Management and Marketing Services <ul style="list-style-type: none"> What is Product? Classifying Products New Products And The Diffusion of Innovations The Product of Life Cycle Developing Strategies for New and Existing Products Creating Product Identity : Branding Decisions Packaging and Labeling Decisions What is Service Strategies for Delivering and Managing Services 	4	2	12	18
	WEEK 4	Delivering the Product <ul style="list-style-type: none"> The importance of distribution Structure of Channels Types of distribution channel Types of Wholesalers Types of Store Retailing Non store Retailing and Direct Selling 	2	1	6	9
	WEEK 5	Marketing Communication: Promotional Strategy <ul style="list-style-type: none"> Promotion Mix Steps in Developing Effective Communication 	2	1	6	9

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	WEEK 6	Advertising ,Sales Promotion and Public Relations <ul style="list-style-type: none"> • Major Decision in Advertising • Types of Sales Promotion • The Sales Promotion Process; • The Functions and Tools of Public Relations 	2	1	6	9
	WEEK 7	Personal Selling and Sales Management <ul style="list-style-type: none"> • The Importance of Personal Selling • The Selling Process • Major Step in Sale-Force Management 	2	1	6	9
	WEEK 8, 9	Strategic Planning and The Marketing Process <ul style="list-style-type: none"> • Defining the Firm's Business Mission • Setting Corporate Goals and Objectives • Business Portfolio; The Marketing Planning Process: Analyse the Marketing Environment; Set Marketing Objectives • Develop Marketing Strategies; Prepare a Marketing Plan • Organise for Implementation; Establish the Control Process 	4	2	12	18
	WEEK 10, 11	Marketing Information and Research <ul style="list-style-type: none"> • The Importance of Information • Components of the Marketing Information Systems • Developing Information • Marketing Research Procedure 	4	2	12	18
	WEEK 12	Consumer Behaviour and Business Buyer Behaviour <ul style="list-style-type: none"> • Individual Influences On Consumer Behaviour • External Influences on Consumer Behaviour • The Consumer Decision Process • Characteristics of Business Markets • The Business Buying Decision Process 	2	1	6	9

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	WEEK 13, 14	The Marketing Environment and International Marketing <ul style="list-style-type: none"> • The New Era of Marketing • The Internal Business Environment • The External Business Environment • The Global Marketing Environment • Deciding How to Enter the Market • The Global Marketing Programme; Multinational Environment 	4	2	12	18
		Total	4 2	1 4	70	12 6
19.	Main references supporting the course: Kotler, Philip & Armstrong, Gary (2010), <i>Principles Of Marketing</i> , (13 th Edition), Prentice Hall					
	Additional references supporting the course: 1. Lamb, Hair, and McDaniel. (2010). <i>Essentials of Marketing</i> , (11 th Edition), Cengage 2. William M. Pride, O. C. Ferrell. (2010). <i>Foundations of Marketing</i> . (4th Edition), Cengage Learning,					
20.	Other additional information All related subject materials will be available to the students during the period of the course					