

**Course: Bachelor of Business Administration in E-Commerce**

1.	Course Title	Marketing Theory and Practices	اسم المادة
2.	Course Code	BMKT2023	رمز المادة
3.	Status	Major	مادة أساسية
4.	Credit Hour	3 (2+1) 2 for lectures (2 hours per week x 14 weeks) 1 for tutorial (1.5 hours per week x 14 weeks)	عدد الساعات المعتمدة
5.	Semester/Year	2/2	الفصل الدراسي
6.	Prerequisites	Nil	المتطلب السابق إن وجد
7.	Teaching method:	Distance Learning (Electronic)	طريقة التدريس
8.	Evaluation	<b>Assessment and Marking Percentage:</b> Quizzes الامتحانات القصيرة 10 % Assignments الواجبات 10 % Interactions through discussion board المنتديات 10 % Mid-Semester Exam الامتحان النصفى 20 % Final Examination الامتحان النهائي 50 %	
9.	Lecturer	N/A	
10.	Objective of the Subject	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.	
11.	Learning Outcomes	Upon completion of this subject, students should be able to: <ul style="list-style-type: none"> <li>Understand the concept and principles of marketing as applied in business organizations.</li> <li>Understand the role of marketing in a business organization.</li> <li>Appreciate how marketing of goods and services improves the quality of life of consumers.</li> <li>Understand how the marketplace decisions affects marketing of goods and services</li> <li>Understand how the customer decisions affects marketing of goods and services</li> <li>Apply the marketing mix strategies in marketing of goods and services.</li> <li>Apply the long term growth strategies in marketing of goods and services.</li> </ul>	
12.	Synopsis	The development of a working knowledge of marketing through directed study and independent exploratory and experiential exercises that familiarize course participants with the marketing principles and concepts. The objectives of the course are accomplished through text study, class discussion, and the preparation of marketing assignments to be submitted at semester end.	
13.	Topics	Details	Lecture (Hrs)
	Topic 1	Introduction to Marketing	2
	Topic 2	Understanding Marketplace <ul style="list-style-type: none"> <li>The Marketing Environment</li> <li>Managing Marketing Information</li> </ul>	2
	Topic 3	Understanding Customers <ul style="list-style-type: none"> <li>Consumer Markets and Consumer Buyer Behaviour</li> </ul>	6
			Tutorial (Hrs)
			0
			3
			3

		<ul style="list-style-type: none"> <li>• Business Markets and Business Buyer Behaviour</li> <li>• Segmentation, Market Targeting, Positioning</li> </ul>		
	<b>Topic 4</b>	<b>Product Strategy</b> <ul style="list-style-type: none"> <li>• Product and Services</li> <li>• Building brand</li> </ul>	4	3
	<b>Topic 5</b>	<b>Pricing Strategy</b>	2	3
	<b>Topic 6</b>	<b>Place Strategy</b> <ul style="list-style-type: none"> <li>• Distribution Channels &amp; Logistics</li> <li>• Retailing and Wholesaling</li> </ul>	4	3
	<b>Topic 7</b>	<b>Integrated Marketing Communication</b> <ul style="list-style-type: none"> <li>• Marketing Communication</li> <li>• Promotion Mix Strategies</li> </ul>	4	3

	Topic 8	<b>Creating Successful Long-Term Growth</b> <ul style="list-style-type: none"><li>• New Product Development and Product Life-Cycle</li><li>• Global Marketing</li><li>• Sharia Marketing</li></ul>	4	3
		Total contact hours	28	21
		Equivalent lecture hours	28	14
		Total lecture hours	42	
		Credit hours	3	
14.	Main references:	Philip Kotler & Gary Armstrong, <b>Principles of Marketing</b> , 12th Edition, 2008, Pearson Prentice Hall.		
15.	Additional References:	<ol style="list-style-type: none"><li>1. Lamb, Hair, and McDaniel, <b>Essentials of Marketing</b>, 5th Edition, 2006, South-Western.</li><li>2. Boone, Louis &amp; Kurtz, David, <b>Contemporary Marketing</b>, 12th Edition, 2006, South-Western/Thomson.</li><li>3. Hermawan Kartajaya &amp; Muhammad Syakir Sula, <b>Sharia Marketing</b>, 2006, Mark Plus &amp; Co</li></ol>		
	Other Materials:	All other sources will be available to students online.		