

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

---

**(7) Marketing Management – BMKT4033**

1.	Name of Course					Marketing Management				
2.	Course Code					BMKT4033				
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. It is the process of introducing and promoting the product or service into the market and encourages sales from the buying community. Marketing plays a very essential role in the success of a company. It educates people on the latest market trends, helps boost a company's sales and profit, and develops company reputation <ul style="list-style-type: none"><li>• Marketing Promotes Product Awareness to the Public</li><li>• Marketing Helps Boost Product Sales</li><li>• Marketing Builds Company Reputation</li></ul> Financial success often depends on marketing ability. Finance, operations, accounting, and other business functions will not really matter if there is not sufficient demand for products and services so the company can make a profit.				
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	Independent study=70 hours			
			4 2	1 4			Total =126			
7.	Credit Value					3				
8.	Prerequisite (if any)					Principles of Marketing				
9.	Objectives: <ul style="list-style-type: none"><li>• To introduce students to key marketing ideas and phenomena, especially the core theme of delivering benefits to customers.</li><li>• To develop skills in marketing analysis and planning.</li><li>• To familiarize students with the tactics of marketing. enhance their problem solving and decision making abilities in these areas.</li><li>• To provide students with a forum for presenting and defending their recommendations and critically examining and discussing those of others.</li></ul>									

**(7) Marketing Management – BMKT4033**

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"><li>• Identify customer needs and perform market segmentation to target segments</li><li>• Make marketing decisions about product, price, place and promotion</li><li>• Evaluate customer satisfaction, value and relationship management</li><li>• Identify and evaluate key market trends and consumer behaviour</li><li>• Make appropriate decisions about possible entry to new markets</li><li>• Develop effective marketing and branding strategies</li><li>• Plan and implement integrated marketing communications strategies</li></ul>
11.	<p>Transferable Skills:</p> <p>Skills can be very specific, in marketing, the following skills have perpetual value:</p> <ul style="list-style-type: none"><li>• Empathy with customers, seeing through their eyes;</li><li>• Good ear for authentic, persuasive language;</li><li>• A good eye for compelling visual design;</li><li>• Open-minded creativity and imagination;</li><li>• Fluid mapping of features to benefits in context;</li><li>• An engaging flair for showmanship (without showboating);</li><li>• Analytical pattern recognition</li><li>• Agile project management</li><li>• Experimental curiosity and rigor</li><li>• Systems thinking</li><li>• Mashable software fluency</li></ul>
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"><li>• Lecture sessions</li><li>• Tutorial sessions</li><li>• Case Studies</li><li>• Student-Lecturer discussion</li><li>• Collaborative and co-operative learning</li><li>• Workshops and Training Seminars</li><li>• Independent study</li></ul> <p>Assessment strategies include the following:</p> <ul style="list-style-type: none"><li>• Ongoing quizzes</li><li>• Midterm tests</li><li>• Performance Assessment (Participation, project, Assigned exercises)</li><li>• Case Presentations</li></ul>

**(7) Marketing Management – BMKT4033**

13.	Synopsis:  Marketing Management is the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value. Marketing management seeks to meet organizational objectives by effectively satisfying customers in a dynamic environment. This course provides an overview of marketing processes and marketing principles, and provides students with the opportunity to apply the key concepts to practical business situations.																																				
14.	Mode of Delivery: Face to Face <ul style="list-style-type: none"><li>Lecture sessions</li><li>Tutorial sessions</li></ul>																																				
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%										
Coursework	50%																																				
Quizzes	10%																																				
Assignments	10%																																				
Project	10%																																				
Mid-Semester Exam	20%																																				
Final Examination	50%.																																				
Total	100%																																				
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												
A1	A2	A3	A4	A5	A6																																
4	3	4	3	4	3																																
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
LO1	LO2	LO3	LO4	LO5	LO6	LO7	LO8	LO9	LO10	LO11	LO12																										
3	4	4	2	2	2	2	2	2	2	2	4																										
18.	Content outline of the course/module and the SLT per topic <table><tr><td rowspan="2">WEEK</td><td rowspan="2">Details</td><td colspan="4">SLT</td></tr><tr><td>L</td><td>T</td><td>ndep.</td><td>Total</td></tr></table>													WEEK	Details	SLT				L	T	ndep.	Total														
WEEK	Details	SLT																																			
		L	T	ndep.	Total																																

**(7) Marketing Management – BMKT4033**

WEEK 1	<b>Understanding Marketing Management and Concept of Value</b> <ul style="list-style-type: none"> <li>Defining Marketing Management</li> <li>Marketing's Critical Role In Organizational Performance.</li> <li>Customer Satisfaction</li> <li>Value Chains and Value Delivery.</li> </ul>	3	1	5	9
WEEK 2, 3	<b>Marketing and Strategic Planning</b> <ul style="list-style-type: none"> <li>Market-Oriented Strategic Planning.</li> <li>Understanding Business Mission</li> <li>Setting Corporate Goals and Objectives</li> <li>Business Portfolio</li> <li>Marketing Planning Proces</li> <li>Marketing Plan</li> </ul>	3	1	5	9
WEEK 4, 5	<b>Analyzing Marketing Environment</b> <ul style="list-style-type: none"> <li>Marketing Environment – Political, Economic, Socio-cultural and Technological Trends.</li> <li>Analyzing Industries and Competitors – Porters Five Force Model and other ways to analyze Competition</li> <li>Marketing Information Systems and Marketing Research.</li> </ul>	3	1	5	9
WEEK 6, 7	<b>Analysing Consumer Behaviour:</b> <ul style="list-style-type: none"> <li>Analyzing Consumer Markets and Buying Behavior.</li> <li>Analyzing Business Markets and Business Buying Behavior.</li> <li>Buyer Behaviour Models</li> <li>Adoption of New Products</li> </ul>	3	1	5	9
WEEK 8	<b>Marketing Segmentation &amp; Differentiation</b> <ul style="list-style-type: none"> <li>Segmentation Targeting and Positioning</li> <li>Differentiating and Positioning</li> <li>Market Offering</li> </ul>	3	1	5	9
WEEK 9, 10	<b>Product Management and Product Lifecycle</b> <ul style="list-style-type: none"> <li>Developing New Products.</li> <li>Managing existing Product Life-Cycle</li> <li>Strategies for existing Products</li> </ul>	3	1	5	9

**(7) Marketing Management – BMKT4033**

	WEEK 11, 12	<b>Product, Price and Place of the Marketing Mix</b> <ul style="list-style-type: none"> <li>Managing Brands</li> <li>Product Support Services.</li> <li>Designing Pricing Strategies and Programs.</li> <li>Selecting and Managing Marketing Channels</li> </ul>	3	1	5	9
	WEEK 13	<b>Marketing Communication: Promotional Strategy</b> <ul style="list-style-type: none"> <li>Understanding Promotion Mix</li> <li>Steps in Developing Effective Communication</li> <li>Advertising, Sales Promotion and Public Relations</li> </ul>	3	1	5	9
	WEEK 14	<b>Managing the Marketing Effort</b> <ul style="list-style-type: none"> <li>Organizing, Implementing, Evaluating</li> <li>Controlling Marketing Activities.</li> </ul>	3	1	5	9
		Total	4 2	1 4	7 0	12 6
19.	<b>Main references supporting the course:</b>  Kotler, Ang, Leong and Tan, (Latest Edition), <i>Marketing Management – An Asian Perspective</i> , Prentice Hall.					
	<b>Additional references supporting the course:</b>  1. Czinkotal and Kotabe Marketing Management, (Latest Edition),Thompson Learning. 2. Hoffman et al, <i>Marketing Best Practices</i> , (Latest Edition),Thompson Learning 3. Boone, Louis E. & Kurtz, David L., <i>Contemporary Marketing</i> , (Latest Edition),The Dyrden Press					
20.	<b>Other additional information</b> All related subject materials will be available to the students during the period of the course					