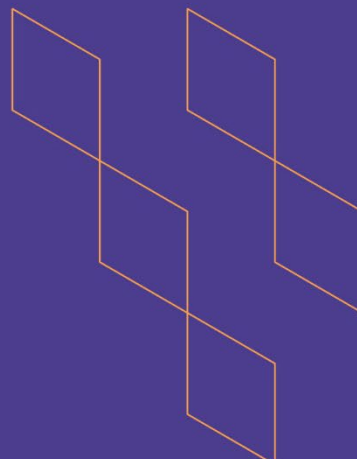




T-104
2022

Course Specification



Course Title: Introduction to Marketing
Course Code: MKT 201
Program: Bachelor of Science in Business Administration / Marketing
Department: Marketing
College: College of Business and Tourism
Institution: The University of Prince Mugrin (UPM)
Version: V2
Last Revision Date: 15/05/2023





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A. General information about the course:

Course Identification

1. Credit hours: 3

2. Course type

a. University College Department Track Others

b. Required Elective

3. Level/year at which this course is offered: Level 4, Year 2

4. Course General Description

This introductory course focuses on the marketing system, with attention to strategic marketing decisions in a global context related to the product, customer behavior, pricing, and distribution. Marketing is a central function of all organizations that serve a client base. Identifying and meeting the needs of key customer groups is critical to achieving organizational objectives. This course provides an overview of the theories and principles of marketing required for effective business practice. This course introduces the marketing function of the organization. The focus is on how organizations identify the needs of their target markets, understand the buying behavior of their target markets, and develop a marketing mix (comprising product, price, promotion, and placement) to satisfy the needs and wants of these markets. While the course has a theoretical base, practical application of the concepts of marketing to 'real-world' situations is an essential element.

5. Pre-requirements for this course (if any): ENGL 201

6. Co- requirements for this course (if any):

7. Course Main Objective(s)

1. An overview of marketing – the empathetic art of building relationships between products and services, and unique consumers, businesses, and markets.
2. an understanding of the fundamental principles of marketing and the abstract theory and concepts of marketing as brought to life by case studies and modern-day examples
3. a basic understanding of branding, customer centricity, segmentation, pricing, and go-to-market strategies
4. an understanding of the elements of and skills needed to successfully create marketing plans, and
5. an understanding of the current trends, ethics, and controversies of modern marketing and cross disciplines and types of career paths in marketing

1. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1.	Traditional classroom	45	100%





No	Mode of Instruction	Contact Hours	Percentage
2.	E-learning		
3.	Hybrid <ul style="list-style-type: none"> • Traditional classroom • E-learning 		
4.	Distance learning		

2. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
1.	Lectures	35
2.	Laboratory/Studio	
3.	Field	
4.	Tutorial	10
5.	Others (specify)	
	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	By the end of this course, students will be able to..... Knowledge and understanding			
1.1	Explain the importance of marketing in value creation.	K2	<ul style="list-style-type: none"> Lecture, Tutorial, Reading Materials Memory Activities 	<ul style="list-style-type: none"> Quizzes, Multiple choice questions, True/False questions. Short answers.
1.2	Define the components of the marketing mix	K2	<ul style="list-style-type: none"> Lecture, Tutorial, Reading Materials Memory Activities 	<ul style="list-style-type: none"> Quizzes, Multiple choice questions, True/False questions.
1.3	Explain the buying process and the influencing factors related to individual consumer and organizations.	K2	<ul style="list-style-type: none"> Lecture, Tutorial, Group discussions, Case studies. 	<ul style="list-style-type: none"> Essay, Quizzes, Short answers.
2.0	Skills			
2.1	Analyze the marketing environment.	S1	<ul style="list-style-type: none"> Lecture, Tutorial, Group work, Case studies and Short answers. 	<ul style="list-style-type: none"> Short answers, Problem solving task, Report Presentation.
2.2	Design basic market segments, targets, and product positioning according to marketing strategies.	S2	<ul style="list-style-type: none"> Lecture, Tutorial, Group work, Case studies and Short answers. 	<ul style="list-style-type: none"> Short answers, Problem solving task, Report Presentation.
2.3	Apply the components of the marketing mix when making marketing decisions.	S2	<ul style="list-style-type: none"> Lecture, Tutorial, Case studies, Report/Survey. 	<ul style="list-style-type: none"> Case study, Research paper / report.
3.0	Values, autonomy, and responsibility			
3.1	Illustrate effective team working and coordination	V3	<ul style="list-style-type: none"> Presentation, Brainstorm, Project. 	<ul style="list-style-type: none"> Report, Presentation, Research proposal.



Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
3.2	Demonstrate the ability to self-learning personal/professional development.	V1	<ul style="list-style-type: none"> • Presentation, • Brainstorm, • Project. 	<ul style="list-style-type: none"> • Report, • Presentation, • Research proposal.

C. Course Content

No	List of Topics	Contact Hours
1.	Defining Marketing and the Marketing Process	3
2.	Company and Marketing Strategy	3
3.	Analyzing the Marketing Environment	3
4.	Consumer Markets and Consumer Buyer Behavior	3
5.	Business Markets and Business Buyer Behavior	3
6.	Customer Value-Driven Marketing Strategy	6
7.	Products, Services, and Brands	3
8.	Pricing Strategy	3
9.	Marketing Channels	3
10.	Integrated marketing communication strategy.	3
11.	Advertising and Public Relations	3
12.	Personal Selling and Sales Promotion	3
13.	Digital and Social Marketing	3
14.	Creating competitive advantage and sustainable marketing	3
Total		45

D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1.	Quizzes		10%
2.	Assignments		10%
3.	Projects		20%
4.	Midterm Exam		20%
5.	Final Exam		40%

*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	Kotler, Philip and Gary Armstrong (2014), Principles of Marketing, 15th Edition, Pearson.
Supportive References	
Electronic Materials	KSU Digital Library Databases (SDL): Suitable Articles from
Other Learning Materials	

2. Required Facilities and equipment

Items	Resources
facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	Regular classrooms with whiteboard and projector. Lecture rooms with enough audio-visual facilities, lecture theater for guest lecture or seminar.
Technology equipment (projector, smart board, software)	Smart board, internet connection
Other equipment (depending on the nature of the specialty)	Library/resource center (including online resources)

F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
Effectiveness of teaching	<ul style="list-style-type: none"> Students Faculty Peers 	Indirect: <ul style="list-style-type: none"> course evaluation survey, Faculty reflection in course reports. Direct: class observations.
Effectiveness of students' assessment	<ul style="list-style-type: none"> students Faculty, Peers, 	Indirect: <ul style="list-style-type: none"> Course evaluation survey Direct: peer reviews
Quality of learning resources	<ul style="list-style-type: none"> Students Faculty Admin 	Indirect: <ul style="list-style-type: none"> Course evaluation survey. Direct: <ul style="list-style-type: none"> inventory checks with the library.
The extent to which CLOs have been achieved	<ul style="list-style-type: none"> Students Faculty 	Indirect: <ul style="list-style-type: none"> Course evaluation survey. Direct: <ul style="list-style-type: none"> Collecting data from different assessment activities.
Other		

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



Assessment Methods (Direct, Indirect)

G. Specification Approval Data

COUNCIL /COMMITTEE	MANAGEMENT & MARKETING DEPARTMENT COUNCIL
REFERENCE NO.	MGT & MKT 1. 23-24
DATE	21 AUG 2023

Code	Course Learning Outcomes	Code of CLOs aligned with MKT program	Code of CLOs aligned with ACCT program	Code of CLOs aligned with FIN program
1.0	By the end of this course, students will be able to..... Knowledge and understanding			
1.1	Explain the importance of marketing in value creation.	K2	ACCT PLO K2	FIN PLO K2
1.2	Define the components of the marketing mix	K2	ACCT PLO K2	FIN PLO K2
1.3	Explain the buying process and the influencing factors related to individual consumer and organizations.	K2	ACCT PLO K2	FIN PLO K2
2.0	Skills			
2.1	Analyze the marketing environment.	S1	ACCT PLO S1	FIN PLO S1
2.2	Design basic market segments, targets, and product positioning according to marketing strategies.	S2	ACCT PLO S1	FIN PLO S1
2.3	Apply the components of the marketing mix when making marketing decisions.	S2	ACCT PLO S1	FIN PLO S1
3.0	Values, autonomy, and responsibility			
3.1	Illustrate effective team working and coordination	V3	ACCT PLO V2	FIN PLO V2
3.2	Demonstrate the ability to self-learning and personal/professional development.	V1	ACCT PLO V2	FIN PLO V2

