



Academic Quality Assurance Department

Course Syllabus Form

College	Business and Economics		
Department	Industrial Management		
Program	Industrial Management		
Course Title	Principles of Marketing	Course Number:	14160101
Year	2022-2023	Semester:	2 nd
Prerequisite(s)			
Instructor	Dr. Mohammad Sleimi		
Instructor's e-mail	Mohammad.sleimi@ptuk.edu.ps		
Office Hours	{L 105} Su, Tue & Thu 11:00-12:00 Mod & Wed 11:00-12:00		
Class Time	Su, Tue & Thu 9:00-10:00	Class Room:	A109;
Course description	This course is designed to serve as an introduction to the basic principles of marketing, practices, and the application of these practices. This course examines our present-day marketing system from a managerial point of view and has a current events component to help emphasize the marketing principles in today's business world. Subjects covered include consumers, market research and target markets, feasibility analysis, products, promotion, channels of distribution, pricing, international marketing and use of technology in marketing. The majority of class time will be spent in lecture discussing the various solutions to marketing cases by the application of marketing principles.		
Course Intended Learning Outcomes (CILOs)	1-Identify the marketing process and how it fits into business operations. 2- Differentiate between categories of consumer criteria for determining value. 3- Recall the strategies used within each of the marketing mixes. 4-Recognize how to identify target markets and environments by analyzing demographics and consumer behavior. 5-List best practices for responsible marketing and how to manage marketing efforts.		
Textbook(s)	Kotler, P., Armstrong, G., & Opresnik, M. O. (2018). Principles of Marketing, Seventeen edition. Pearson Education Limited.		
Other required material (References):	Power point presentation slides		
Other Resources used (e.g. e-learning, field visits, periodicals, software, etc.)	1. Broadband or High-Speed - DSL, Cable, and Wireless Connections. 2. PowerPoint Viewer (if you do not have PowerPoint) 3. Adobe PDF Reader		



Course Teaching Methods	
Teaching Method	CIOs
Interactive lectures	1,2,3
quizzes and assignments	3,4,5

Assessment Type	Details/Explanation of assessment in relation to CIOs	Number	Weight (marks)	Date(s)
Midterm exam	1,2,3	1	35	2020
Assignment	2,3	2	20	2020
Final Exam	3,5		45	2020
Total			100%	

Course Intended Learning Outcomes (CIOs)										
CIOs	Mapping to Program ILOs									
On successful completion of the course, students will be able to:	a	b	c	d	e	f	g	h	I	j
Define the term marketing and explain its role and importance in an individual firm and the overall economy.	•			•	•					
Understand the importance of strategic marketing and know the basic outline for a marketing plan:		•						•		•
Describe the elements of the marketing mix (4Ps of marketing).			•			•	•			
Create and present the components of a working marketing plan.								•	•	•

Course Weekly Breakdown					
Week	Date	Topics Covered	CIOs	Lab Activities	Assessment
1	19 - 25 February	1-Define marketing and outline the steps in the marketing process. 2-Explain the importance of understanding the marketplace and customers and identify the five core marketplace concepts. 3-Identify the key elements of a customer-driven marketing strategy and discuss the marketing management orientations that guide marketing strategy.	1,2	1.Read Chapter 1 PDF 2. Practice the Learning Activities 3. Watch the Videos	



2	26 February - 4 March	1-Discuss customer relationship management and identify strategies for creating value for customers and capturing value from customers in return. 2-Describe the major trends and forces that are changing the marketing landscape in this age of relationships.	1,2	1.Read Chapter 1 PDF 2. Practice the Learning Activities 3. Watch the Videos	
3	5 - 11 March	1-Describe the environmental forces that affect the company's ability to serve its customers. 2-Explain how changes in the demographic and economic environments affect marketing decisions.	1	1.Read Chapter 1 PDF 2. Practice the Learning Activities 3. Watch the Videos	
4	12 - 18 March	1-Identify the major trends in the firm's natural and technological environments. 2-Explain the key changes in the political and cultural environments. 3-Discuss how companies can react to the marketing environment	1	1.Read Chapter 1 PDF 2. Practice the Learning Activities 3. Watch the Videos	
5	19 - 25 March	1-Define the consumer market and construct a simple model of consumer buyer behavior. 2-Name the four major factors that influence consumer buyer behavior.	1,3	1.Read Chapter 1 PDF 2. Practice the Learning Activities 3. Watch the Videos	
6	26 March - 1 April	1-List and define the major types of buying decision behavior and the stages in the buyer decision process. 2-Describe the adoption and diffusion process for new products.	1,3	1.Read Chapter 1 PDF 2. Practice the Learning Activities 3. Watch the Videos	
7	2 - 8 April	1-Define product and describe the major classifications of products and services. 2-Describe the decisions companies make regarding their individual products and services, product lines, and product mixes.	1,3	1.Read Chapter 1 PDF 2. Practice the Learning Activities 3. Watch the Videos	
8	9 - 15 April	1-Identify the four characteristics that affect the marketing of services and the additional marketing considerations that services require. 2-Discuss branding strategy—the decisions companies make in building and managing their brands.	1,3	1.Read Chapter 1 PDF 2. Practice the Learning Activities 3. Watch the Videos	
9	16 - 22 April	1-Explain how companies find and develop new product ideas.	1,3	1.Read Chapter	



		2-List and define the steps in the new product development process and the major considerations in managing this process.		1 PDF 2. Practice the Learning Activities 3. Watch the Videos	
10	23 - 29 April	1-Describe the stages of the product life cycle and how marketing strategies change during a product's life cycle. 2-Discuss two additional product issues: socially responsible product decisions and international product and services marketing.	1,3	1.Read Chapter 1 PDF 2. Practice the Learning Activities 3. Watch the Videos	
11	30 April - 6 May	1- Discuss the importance of pricing in today's fast-changing environment. 2- Identify the three major pricing strategies and discuss the importance of understanding customer-value perceptions, company costs, and competitor strategies when setting prices.	4	1.Read Chapter 1 PDF 2. Practice the Learning Activities 3. Watch the Videos	
12	7 - 13 May	1- Identify and define the other important external and internal factors affecting a firm's pricing decisions.	4	1.Read Chapter 1 PDF 2. Practice the Learning Activities 3. Watch the Videos	
13	14 - 20 May	1-Explain why companies use marketing channels and discuss the functions these channels perform. 2-Discuss how channel members interact and how they organize to perform the work of the channel.	4	1.Read Chapter 1 PDF 2. Practice the Learning Activities 3. Watch the Videos	
14	21 - 27 May	1-Identify the major channel alternatives open to a company. 2-Explain how companies select, motivate, and evaluate channel members. 3-Discuss the nature and importance of marketing logistics and integrated supply chain management.	4,5	1.Read Chapter 1 PDF 2. Practice the Learning Activities 3. Watch the Videos	
15	28 May - 3 June	1-Identify the four characteristics that affect the marketing of services and the additional marketing considerations that services require. 2-Discuss branding strategy—the decisions companies make in building and managing their brands.	4,5	1.Read Chapter 1 PDF 2. Practice the Learning Activities 3. Watch the Videos	



16	4 - 10 June	Final Exam	1,2,3,4,5	1. Read Chapter 1 PDF 2. Practice the Learning Activities 3. Watch the Videos	
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Prepared by:	Dr. Mohammad Sleimi.	Signature	
Head of Department	Industrial Management	Signature	
Date	18/9/2023		