



## Course Specifications

<b>Course Title:</b>	Principles of Marketing
<b>Course Code:</b>	MKT1211
<b>Program:</b>	Bachelor of Marketing
<b>Department:</b>	Marketing
<b>College:</b>	College of Business Administration
<b>Institution:</b>	Dar AlUloom University

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## A. Course Identification

<b>1. Credit hours:</b> 3 Hours
<b>2. Course type</b>
a. University <input type="checkbox"/> College <input checked="" type="checkbox"/> Department <input type="checkbox"/> Others <input type="checkbox"/>
b. Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/>
<b>3. Level/year at which this course is offered:</b> Level 3 / Second year
<b>4. Pre-requisites for this course (if any):</b> ENGL1123
<b>5. Co-requisites for this course (if any):</b> NA

### 6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	45	100%
2	Blended		
3	E-learning		
4	Distance learning		
5	Other		

### 7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	45
2	Laboratory/Studio	
3	Tutorial	
4	Others (specify)	
	<b>Total</b>	45

## B. Course Objectives and Learning Outcomes

### 1. Course Description

This introductory course seeking to develop a general understanding and appreciation of the forces, institutions, and methods involved in marketing of products and services. Topics include marketing introduction, marketing strategy, consumer behavior, business buying behavior, segmentation, target marketing, positioning, branding strategies, pricing, marketing channels, and marketing communication.

### 2. Course Main Objective

The main objective of this course is to:

- To give an overview of the marketing function with an emphasis on creating value through marketing, market research, consumer behavior, pricing strategies, marketing channels, and various methods of promotion.
- To learn key marketing principles and terminology
- To appreciate how a marketing perspective is important in personal and professional development.

### 3. Course Learning Outcomes

CLOs		Aligned PLOs
<b>1</b>	<b>Knowledge:</b>	
1.1	Possess knowledge and understanding of a consistent set of concepts, principles, and theories of marketing.	K1
1.2	Demonstrate knowledge and understanding of processes, techniques and terminology in the marketing field.	K2
1.3	Exhibit specialized knowledge and understanding based on recent developments in marketing theories and practices.	K3
<b>2</b>	<b>Skills:</b>	
2.1	Communicate effectively the main marketing tools of products and services, pricing, distribution and communications for an effective marketing decision making	S3
2.2	Apply the main concepts, principles and theories related while providing innovative marketing solutions.	S1
<b>3</b>	<b>Values:</b>	
3.1	Exhibit commitment to personal, professional, and academic ethics in solving marketing issues.	V1
3.2	Practice cognitive curiosity that is driven by continuous development; and make logical decisions supported by marketing praxis and theories.	V2
3.3	Effectively lead work and professional teams, while exercising full accountability for professional development decisions in implementing and coordinating marketing activities.	V3

### C. Course Content

No	List of Topics	Contact Hours
1	An overview of Marketing	3
2	Strategic Planning for Competitive Advantage	3
3	Consumer decision making	6
4	Segmenting and Targeting Markets	6
5	Products concepts	6
6	Retailing	6
7	Marketing Communication	6
8	Social Media and Marketing	3
9	Pricing Concepts	6
<b>Total</b>		<b>45</b>

### D. Teaching and Assessment

#### 1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
<b>1.0</b>	<b>Knowledge</b>		
1.1	Possess knowledge and understanding of a consistent set of concepts, principles, and theories of marketing.	<ul style="list-style-type: none"> <li>Direct (Lectures and</li> </ul>	Written test <ul style="list-style-type: none"> <li>True/Fales</li> </ul>

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.2	Demonstrate knowledge and understanding of processes, techniques and terminology in the marketing field.	Discussion)  • Interactive learning	<ul style="list-style-type: none"> <li>• MCQs</li> <li>• Essay questions</li> </ul>
1.3	Exhibit specialized knowledge and understanding based on recent developments in marketing theories and practices.		
<b>2.0</b>	<b>Skills</b>		
2.1	Communicate effectively the main marketing tools of products and services, pricing, distribution and communications for an effective marketing decision making	<ul style="list-style-type: none"> <li>• Direct (Lectures and Discussion)</li> <li>• Interactive learning</li> </ul>	<ul style="list-style-type: none"> <li>• Essay</li> <li>• Assignment</li> <li>• Case study</li> </ul>
2.2	Apply the main concepts, principles and theories related while providing innovative marketing solutions.		
<b>3.0</b>	<b>Values</b>		
3.1	Exhibit commitment to personal, professional, and academic ethics in solving marketing issues.	<ul style="list-style-type: none"> <li>• Students group Independent study (Group project)</li> </ul>	<ul style="list-style-type: none"> <li>• Course project (Rubric)</li> <li>Presentations (Rubric)</li> <li>Discussions</li> <li>Projects (individual and Group work)</li> </ul>
3.2	Practice cognitive curiosity that is driven by continuous development; and make logical decisions supported by marketing praxis and theories.	<ul style="list-style-type: none"> <li>• Direct (Individual assignment)</li> </ul>	
3.3	Effectively lead work and professional teams, while exercising full accountability for professional development decisions in implementing and coordinating marketing activities.	<ul style="list-style-type: none"> <li>• Students group Independent study (Group project)</li> </ul>	<ul style="list-style-type: none"> <li>Presentations (Rubric)</li> <li>Discussions</li> <li>Projects (individual and Group work)</li> </ul>

## 2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Quiz		10%
2	Homework/Assessments/Projects		20%
3	Mid term		30%
4	Final Exam		40%

\*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

## E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice:

1. Eight Office hours weekly can be booked through the students' SIS account.
2. Online discussion through the LMS forums and instant messaging.
3. Instructor email available in the course syllabus.
4. Occasional mobile calls or SMS for urgent messages.

## F. Learning Resources and Facilities

### 1. Learning Resources

<b>Required Textbooks</b>	Principles of Marketing, Lamb, Hair, and McDaniel, MKTG12, Cengage 2019.
<b>Essential References Materials</b>	Principles of Marketing, Philip Kotler. 2016
<b>Electronic Materials</b>	MINDTAP from Cengage
<b>Other Learning Materials</b>	Uploaded materials on the LMS

### 2. Facilities Required

Item	Resources
<b>Accommodation</b> (Classrooms, laboratories, demonstration rooms/labs, etc.)	Classroom.
<b>Technology Resources</b> (AV, data show, Smart Board, software, etc.)	Data show + smart boards, Cengage Learning System
<b>Other Resources</b> (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	Internet access point.

## G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
End of semester Course Evaluation.	Students	Indirect
Effectiveness of teaching and assessment.	Peer reviewer	Indirect
Course learning outcomes assessment.	Faculty members	Direct
Quality of learning resources	Students	Indirect

**Evaluation areas** (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

**Evaluators** (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

**Assessment Methods** (Direct, Indirect)

## H. Specification Approval Data

Council / Committee	MKT Department Council
Reference No.	Council meeting No.1
Date	27/9/2022

