



Course Specifications

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

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7. Course Identification

1. Credit hours: 3 Hours
2. Course type
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"/>
3. Level/year at which this course is offered: Level 3/ second year
4. Pre-requisites for this course (if any): ENGL1123
5. Co-requisites for this course (if any): Non

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	Correspondence		
5	Other		

7. Actual Learning Hours (based on academic semester)

No	Activity	Learning Hours
Contact Hours		
1	Lecture	45
2	Laboratory/Studio	-
3	Tutorial	-
4	Others (specify)	-
	Total	45
Other Learning Hours*		
1	Study	1
2	Assignments	1
3	Projects/Research Essays/Theses	2
	Total	4

* The length of time that a learner takes to complete learning activities that lead to achievement of course learning outcomes, such as study time, homework assignments, projects, preparing presentations, library times

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

This course provides students with 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. Because this is a survey course, there is an emphasis on basic terminology and concepts.
 - To appreciate how a marketing perspective is important in your own personal and professional development.

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge:	
1.1	Describe the impact of business environment key concepts associated with the study and practice of marketing.	K1
1.2	Demonstrate the various elements of marketing environment to describe the requirements for developing a marketing plan	K2
1.3	Discuss the effects of the marketing mix, STP strategies, product mix, and promotion mix on different marketing aspects.	K3
2	Skills:	
2.1	Evaluate the main marketing tools of products and services, pricing, distribution and communications for an effective marketing decision making	S3
2.2	Apply the marketing mix on tangible products.	S2
3	Competence:	
3.1	Demonstrate team skill concepts in individual assignments and teamwork marketing project	C1
3.2	Demonstrate entrepreneurial skills and participate in teams to implement and coordinate organizational activities.	C3
3.3	Demonstrate information and communications technology , skills in gathering, interpreting and communicating information and ideas.	C5

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
Total		45

D. Teaching and Assessment

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

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	Knowledge		
1.1	Describe the impact of business environment key concepts associated with the study and practice of marketing.	<ul style="list-style-type: none"> • Direct (Lectures and Discussion) • Interactive learning 	Written test <ul style="list-style-type: none"> • True/False • MCQs • Essay questions
1.2	Demonstrate the various elements of marketing environment to describe the requirements for developing a marketing plan		
1.3	Discuss the effects of the marketing mix, STP strategies, product mix, and promotion mix on different marketing aspects.		
2.0	Skills		
2.1	Evaluate the main marketing tools of products and services, pricing, distribution and communications for an effective marketing decision making	<ul style="list-style-type: none"> • Direct (Lectures and Discussion) • Interactive learning 	Case study analysis Written examination
2.2	Apply the marketing mix on tangible products.		
3.0	Competence		
3.1	Demonstrate team skill concepts in individual assignments and teamwork marketing project	Individual/ group work.	Assignment (Essays Reports)
3.2	Demonstrate entrepreneurial skills and participate in teams to implement and coordinate organizational activities.	Project	Project
3.3	Demonstrate information and communications technology skills in gathering, interpreting and communicating information and ideas.	Case study Project.	Presentations (Rubric) Discussions Projects (individual and Group work)

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Quiz		10%
2	Homeworks/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

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

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Classroom.
Technology Resources (AV, data show, Smart Board, software, etc.)	Data show + smart boards.
Other Resources (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.	<ul style="list-style-type: none">• Students	<ul style="list-style-type: none">• Indirect
Effectiveness of teaching and assessment.	<ul style="list-style-type: none">• Peer reviewer	<ul style="list-style-type: none">• Indirect
Course learning outcomes assessment.	<ul style="list-style-type: none">• Faculty members	<ul style="list-style-type: none">• Direct
Quality of learning resources	<ul style="list-style-type: none">• Students	<ul style="list-style-type: none">• 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	08/09/2019

