

**School of Business**

**Department of Marketing & International Business**

|  |  |
| --- | --- |
| **Course Name:** | **Principles of Marketing** |
| **Course Code** | **MKT 202** |
| **Semester:** | **Summer 2018** |

|  |  |
| --- | --- |
| Instructor & Department Information | |
| 1. **Instructor Name:** | Zarjina Tarana Khalil (ZTK) | |
| 1. **Office Location** | NAC 720 A | |
| 1. **Office Hours:** | ST: 11:20 am to 1:00 pm  MW: 11:20 am to 1:00 pm | |
| 1. **Email Address:** | zarjina.khalil@northsouth.edu | |
| 1. **Department:** | Marketing & International Business | |
| 1. **Links:** | North South University Website: <http://www.northsouth.edu>  Personal Website: <http://ztkresources.weebly.com> | |

|  |  |
| --- | --- |
| Course & Section Information | |
| **Class Time & Location** | TBA | |
| **Course Prerequisite(s)** | ENG 102 | |
| **Course Credit Hours** | 3:0 | |
| **Course Description** | This is an introductory marketing course that facilitates the students to get a comprehensive understanding of the basic concepts of marketing. The course will cover various fields of marketing such as customer value creation, marketing environment, customer relationship management, segmentation and target Market, pricing, product development, Promotion, basic market research tools, consumer behavior, and the components of integrated marketing communication. | |
| **Course Objectives** | 1. To introduce you to the key elements in developing a marketing strategy and planning a marketing program. 2. To familiarize you with the elements of the marketing mix (product, pricing, promotion, and distribution strategies) 3. To make you understand the relationship of marketing to other functions and processes in a business organization on an integrated basis; providing real world examples of challenges and issues related to marketing. | |
| **Student Learning Outcomes** | On successful completion of this course, the students should be able to:   1. Comprehend key marketing concepts and principles 2. Apply and implement marketing methods in the real-world 3. Identify how the marketing mix is used to create value 4. Comprehend the role of marketing in achieving customer satisfaction and organizational success | |

|  |
| --- |
| Learning Resources And Textbook(s) |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Author** | **Title** | **Edition & Year** | **Publisher** | **ISBN** |
| Philip Kotler  Gary Armstrong | Principles of Marketing | 15th, 2014 | Prentice Hall | 13:  978-0273786993  10: 0273786997 |

**Others (Reference Books, CD ROMS, DVDs, e-Library, Internet, Articles, …)**

|  |  |  |  |
| --- | --- | --- | --- |
| ***Resource Type*** | ***Description*** | ***Type*** | ***Comments*** |
| Softcopy of handouts in NSU resources/Internet through website | Information about marketing information and practices | Newspaper Articles, websites, videos, other form of articles | The instructor will provide and/or direct to the sources. |

|  |
| --- |
| Teaching Strategy (Online, classroom, blended, self-directed through CD, web-based courses and DVD,…) |

The classes will be conducted through various activities including presentation of marketing concepts and issues, discussion and exchanges of ideas related to marketing environment, student initiative and active involvement, and written assignment. Students are expected to actively involve and take initiative for their own learning experience.

|  |  |
| --- | --- |
| Assessment Strategy and Grading Scheme | |
| **Grading tool** | **Points** |
| Attendance | 5% |
| Quiz | 10% |
| Report & Case study (Group) | 15% |
| Presentation | 10% |
| Midterm Exam 1 | 20% |
| Midterm Exam 2 | 20% |
| Final Exam | 20% |
| Total | 100% |

Please Refer to NSU Student Handbook, Section: “Grading Policy”

|  |
| --- |
| Classroom Rules of Conduct |
| 1. You may use your **laptops** in the class for class related work. Do not use your laptop for non-class related work or in any manner that will be distracting to other students or the instructor. 2. Use of **cell phones** in class is not permitted. 3. Students are advised to frequently refer to the **Student Handbook of North South University** on the following link: 4. **Academic Integrity Policy:**   School of Business does not tolerate academic dishonesty by its students. At minimum, students must not be involved in cheating, copyright infringement, submitting the same work in multiple courses, significant collaboration with other individuals outside of sanctioned group activities, and fabrications.  Students are advised that violations of the Student Integrity Code will be treated seriously, with special attention given to repeated offences.  Please Refer to NSU Student Handbook, Sections: “Disciplinary Actions” and “Procedures and Guidelines” |
| |  |  | | --- | --- | | **Group ProjectS Policy** |  | | Each group (between 5-6 students) will be asked to prepare a project on a new product development. Each team will also present the project for 15 minutes. More details about the structure, components, time and criteria for assessment of the project will be announced during the semester. | | | |

|  |
| --- |
| Exams & Make Up Policy |
| In order to complete the course, students must submit all the required assignments and sit for the exams. Make-up exams in the form of comprehensive exams are not given unless there is a major circumstance preventing the student from sitting in the exam (official material evidence is required). The timing of the make-up is to be fixed with the instructor of the course if granted.  Cell phones are prohibited in exam sessions. |

|  |
| --- |
| Attendance Policy |
| Students are required and expected to attend all classes and participate in class discussions. NorthSouthUniversity mandates to fail students who are absent 25% or more from their classes, even if such absences are excusable. The one who will attend all the classes will earn full credit for the attendance. |
| Communication Policy |
| All communications should take place using the instructor’s email. In addition, students can communicate in the class or during the instructor’s office hours. |

|  |
| --- |
| Appropriate Use Policy |
| All members of the NorthSouthUniversity community must use electronic communications in a responsible manner. The University may restrict the use of its computers and network systems for electronic communications subject to violations of university policies/codes or local laws or national laws. Also, the university reserves the right to limit access to its networks through university-owned or other computers, and to remove or limit access to material posted on university-owned computers. |

|  |
| --- |
| Students With Special Needs |
| North South University will provide educational opportunities that ensure fair, appropriate and reasonable accommodation to students who have disabilities/special needs that may affect their ability to participate in course activities or meet course requirements. Students with disabilities are encouraged to contact their instructors to ensure that their needs are met. The University through its Special Need section will exert all efforts to accommodate special needs.  Please Refer to NSU Student Handbook, Section: “Special Needs Services”  The above service is not in place now but will be developed in the near future. |

|  |
| --- |
| Students Support and Learning Resources |
| 1. SBE-Learning Center: 2. The University Student Learning Support Center (SLSC): These centers provide academic support services to students at NSU. The SLSC is a supportive environment where students can seek assistance with academic coursework, writing assignments, transitioning to college academic life, and other academic issues. SLSC programs include: Peer Tutoring, the Writing Lab, Writing Workshops, and Academic Success Workshops. Students may also seek confidential academic counseling from the professional staff at the Center.   This service will be available in the near future.   |  | | --- | | Students Complaints Policy | | Students at North South University have the right to pursue complaints related to faculty, staff, and other students.  The nature of the complaints may be either academic or non-academic.  For more information about the policy and processes related to this policy, you may refer to the student handbook. | |

|  |  |
| --- | --- |
| Course Contents &Schedule |  |

|  |  |
| --- | --- |
|  | **Topic** |
| **1** | Introduction and Ice Breaking session |
| **2** | Marketing: creating and capturing customer value |
| **3** | Creating Company Strategy |
| **4** | Analyzing the marketing environment |
| **5** | Consumer market and consumer buyer behavior |
| **6** | Customer driven marketing strategy |
| **7** | Customer driven marketing strategy |
|  | **Midterm 1** |
| **8** | Consumer driven marketing strategy: segmentation, targeting and positioning |
| **9** | Products, services and brands |
| **10** | Products, services and brands |
| **11** | New product development |
| **12** | Pricing |
| **13** | Pricing |
|  | **Midterm 2** |
| **15** | Marketing channels |
| **16** | Session on report writing and presentation skills |
| **17** | Integrated marketing communication |
| **17** | Advertising and public relations |
| **18** | sales promotion |
| **19** | Presentations |
| **20** | **Final Exam** |

Note: The instructor reserves the right to make changes to the syllabus if necessary.