



Course Specification

— (Postgraduate)

Course Title: Marketing Management
Course Code: MGT 640
Program: Master of Business Administration
Department: Business Administration
College: College of Economics and Administrative Sciences
Institution: Imam Mohammad Ibn Saud Islamic University
Version: 2023
Last Revision Date: 20/8/2023



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A. General information about the course:

1. Course Identification:

1. Credit hours: (3)

2. Course type

A. University College Department Track

B. Required Elective

3. Level/year at which this course is offered: (Level 2/ First Year)

4. Course general Description:

Marketing is designed to equip students with the skills and analytical techniques necessary to move from a marketing orientation and philosophy through the critical stages of the marketing planning process. The module encourages an integrated strategic view, by looking at marketing not just at the corporate level but also at its implementation. The module also focuses on the customer needs as well as the organizations constraints in the real world. The module emphasizes the wider scope for marketing in the provision, communication and delivery of value. To help students contextualize the challenges and opportunities facing organizations, as well as to reflect on putting theory into practice, the module makes use of a real case studies. Here, playing as a part of a group student will provide marketing plan for a real company based on real case study and information. The challenge in this exists not only in performing marketing tasks (absorbing and processing marketing data, targeting, positioning, and re-positioning subject to a limited sales budget with competing demands), but also in managing yourself and the relationships between the student and other group members. The key theme of this module is the integrated strategic view, looking at marketing not just at the corporate level but also at its implementation as well as focuses on the real needs of customers and on providing value in an integrated way. This module aims to develop the knowledge and skills of marketing needed to manage successfully in any organisation, which has intercultural contacts. Students will demonstrate a systematic understanding of marketing management through a format of marketing plan.

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

None

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

None

7. Course Main Objective(s):

The aim of the course is to enable the student to:

- Provide an understanding and critical overview of the foundation knowledge, philosophy, business orientation and activities that marketing involves.
- Develop students' abilities to synthesis, critique, critically evaluate and integrate relevant marketing theories and practice, and apply them to actual marketing situations.
- Build up students' understanding of the tools that marketing managers can use in their attempts to manage the competitive position of their organizations in the marketplace and equip students with the technical knowledge required to apply these tools to actual marketing situations.



- Provide within organizational and societal constraints a conceptual basis to apply a customer orientated approach to business decisions.

2. Teaching Mode: (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	30	100
2	E-learning		
3	Hybrid <ul style="list-style-type: none"> • Traditional classroom • E-learning 		
4	Distance learning		

3. Contact Hours: (based on the academic semester)

No	Activity	Contact Hours
1.	Lectures	30
2.	Laboratory/Studio	
3.	Field	
4.	Tutorial	
5.	Others (specify).....	
	Total	30

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	Knowledge and understanding			
1.1	Critically interpret the nature, development and relevance of marketing theory and relate them to actual examples.	K1	Lectures, case studies, assignment, group discussions and presentations	Quizzes, assignments, Exams,
1.2	Understand the key stages in developing, implementation and controlling marketing plans		Lectures, case studies, assignment, group discussions and presentations	Quizzes, assignments, Exams,
1.3	be aware of the new trends and knowledge in		Lectures, case studies, assignment, group	Quizzes, assignments,





Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
	marketing strategies and actions		discussions and presentations	Exams,
2.0	Skills			
2.1	Demonstrate an ability to reflect on practice and experience gained.		Lectures, brainstorming, case studies, research articles, assignment, group discussions and presentations	Quizzes, assignments, Exams, analyses research articles.
2.2	Be able to research, analyze and evaluate a range of sources to address key issues in marketing and marketing planning.	S2	Lectures, brainstorming, case studies, research articles, assignment, group discussions and presentations	Quizzes, assignments, Exams, analyses research articles.
2.3	Be able to select and implement the appropriate marketing plan.		Lectures, brainstorming, case studies, research articles, assignment, group discussions and presentations	Quizzes, assignments, Exams, analyses research articles.
3.0	Values, autonomy, and responsibility			
3.1	The student should effectively employ self-learning and personal development		Lectures, assignment, group discussions and presentations	Discussions and Assignment, and panel discussion
3.2	The student should be able to participate in activities and duties and perform them professionally and independently, in a team spirit.		Lectures, assignment, group discussions and presentations	Discussions and Assignment, and panel discussion
3.3	The student should be responsible and demonstrate a commitment to the scientific integrity.		Lectures, assignment, group discussions and presentations	Discussions and Assignment, and panel discussion

C. Course Content:

No	List of Topics	Contact Hours
1.	Introducing marketing: the nature, role and function of marketing and marketing management	3
2.	Marketing planning	3
3.	The marketing environment	3





4.	Marketing analytical tools	3
5.	Market segmentation, target marketing, positioning	3
6.	The marketing mix: product, place, price, and promotion	3
7.	Services marketing: people, process and physical evidence - managing the service encounter	3
8.	Implementation and control marketing programs	3
9.	Strategic marketing programs and strategies in different markets	3
10.	Critical marketing thought	3
Total		30

D. Students Assessment Activities:

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1.	Midterm exam	During the term	25%
2.	Research articles analyses	10	20%
3.	Other assignments (case studies, individual assignment, group assignment and presentation)	During the term	15%
...	Final exam	11	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	Mullins, John W. and Walker, Jr. Orville C. (2012), Marketing Management: A Strategic Decision-Making Approach, 8th ed., International Edition, McGraw-Hill. Kotler, P. and Keller, K.L. (2015), Marketing Management , 15th ed., Pearson.
Supportive References	Dibb, S., Simkin, L., Pride, W.M. and Ferrell, O.C. (2012), Marketing Concepts and Strategies, 6th European ed., Cengage Learning
Electronic Materials	Journal of marketing Journal of marketing research Journal of service marketing Journal of Industrial marketing
Other Learning Materials	www.sciencedirect.com http://search.proquest.com

2. Educational and Research Facilities and Equipment Required:

Items	Resources
facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	Classrooms and demonstration rooms
Technology equipment (Projector, smart board, software)	Data show, Smart Board, software





Items	Resources
Other equipment (Depending on the nature of the specialty)	None

F. Assessment of Course Quality:

Assessment Areas/Issues	Assessor	Assessment Methods
Effectiveness of teaching	Instructor	Direct Comparison
Effectiveness of students assessment	Peer reviewer	Indirect
Quality of learning resources	Coordinator	Indirect
The extent to which CLOs have been achieved	Instructor	Direct through measuring CLO and comparing it with the target ratio.
Other	Instructor, Postgraduate committee or program leaders.	Comparing the course with similar ones in other universities

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

Assessment Methods (Direct, Indirect)

G. Specification Approval Data:

COUNCIL /COMMITTEE	Business Administration Department / Head of Department
REFERENCE NO.	Council Meeting no. 13, 06/06/2022
DATE	06/06/2022

