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| 1. Course code: | MKT264 | | | 1. Course title: | | INTERMEDIATE MARKETING | | | |
| 1. College: College of Business Administration | | | | | | | | | |
| 1. Department: Management and Marketing | | | | | | | | | |
| 1. Program: B.Sc. in Marketing/Management/Accounting/Finance/Islamic Banking | | | | | | | | | |
| 1. Course credits: 3-credit hour | | | | | | | | | |
| 1. Course NQF Level: 7 | | | | | | | | | |
| 1. NQF Credits: 12 | | | | | | | | | |
| 1. Prerequisite: MKT261 | | | | | | | | | |
| 1. Lectures Timing & Location: Online - <https://sis.uob.edu.bh/> | | | | | | | | | |
| 1. Course web page: Blackboard - <https://blackboard.uob.edu.bh/> | | | | | | | | | |
| 1. Course Instructor: Mr. Saleh Isa – Mr. Mohammed Hassan – Ms. Valentine Smart –   Ms. Reem Abdulrasool – Ms. Hessa Al-Noaimi | | | | | | | | | |
| 1. Office Hours and Location: TBA | | | | | | | | | |
| 1. Course coordinator: Dr. Waleed A.Aziz   Office No.: S1B-235, Tel.: 17438489, E-mail: [waziz@uob.edu.bh](mailto:waziz@uob.edu.bh) [cid:image003.png@01D47AA3.364A8BA0](https://www.linkedin.com/in/waleed-a-aziz-phd-b7b23968/) | | | | | | | | | |
| 1. Academic year: 2020-2021 | | | | | | | | | |
| 1. Semester: | |  | **First** | | X | | **Second** |  | **Summer** |
| 1. Textbook(s):   Principles of Marketing, 18th Edition, Philip Kotler, Gary Armstrong, Pearson, 2021, ISBN 978-1292341170, <https://www.pearsonmylabandmastering.com/global/> | | | | | | | | | |
| 1. References from the Library (<http://www.ac-knowledge.net/uobv3/>):   Marketing Management, Philip Kotler & Kevin Keller, Prentice Hall, 2018. | | | | | | | | | |
| 1. Other learning resources used (e.g. e-Learning, field visits, periodicals, software, etc.):   Marketing journals e.g., journal of marketing, journal of marketing strategy.   * Online resources, The Marketing Teacher: <http://www.marketingteacher.com> * Journal of Marketing Education: <https://www.ama.org/publications/JournalOfMarketing> | | | | | | | | | |

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| 1. Course description (as per the published):   This course aims to cover major issues in the marketing philosophy and orientation, managing the marketing mix, digital marketing, and the buyer-seller relationship in the concept of the new market economy. It also demonstrates the managerial implications of various decisions paradigms and models used in business marketing management. The course also aims to enable students to acquire an in-depth knowledge of marketing, with a critical approach to assessing concepts and strategies. Moreover, the course will equip students with the knowledge of strategy process and writing comprehensive marketing plans. |

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| 1. Course Intended Learning Outcomes (CILOs): | | | | | | | | | | | | |
| CILOs | *Mapping to PILOs* | | | | | | | | | | | |
| Learning goals | a. Knowledge | | b. Globalization | | c. Skills | | d. Communication | | e. Competencies | | f. Values | |
| Learning objectives | a1: General Knowledge | a2: Specific knowledge | b1: International cross-cultural | b2: Global Perspective | c1: Thinking skills | c2: Analytical skills | d1: Communication (Writing) | d2: Communication (Oral) | e1: Leadership skills | e2: Teamwork | f1: Ethics | f2: Social responsibility |
| 1. Demonstrate detailed knowledge and understanding of the nature and characteristics of marketing, market orientation and their implications. | ✓ | ✓ | ✓ | ✓ |  |  |  |  |  |  | ✓ |  |
| 2. Use appropriate levels of skills analyze the environment and the opportunity which it presents, to both business and consumer markets. |  | ✓ |  |  | ✓ | ✓ |  |  |  | ✓ |  |  |
| 3. Summarize the information and concepts used in the course to plan an international marketing strategy. |  | ✓ |  |  | ✓ | ✓ | ✓ |  |  | ✓ |  |  |
| 4. Exhibit an ability to design and implement marketing mix strategies |  |  |  | ✓ |  |  | ✓ | ✓ | ✓ | ✓ |  | ✓ |

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| 1. Course assessment: | | | | |
| *Assessment Type* | *Details/ Explanation of Assessment in relation to CILOs* | *Number* | *Weight* | *Date(s)* |
| Assignments  (Case Study, Extended Essay, Short report) | 1,3,4 | 3 | 15 % | 04/03/2021  15/04/2021  13/05/2021 |
| Midterm Exam (online) | 1,2,3 | 1 | 30% | 21-25/03/2021 |
| Project and Presentation  *(Case Analysis)* | 1,2,3,4 | 1 | 15% | 09-20/05/2021 |
| Final Exam  *(Respondus)* | 1,2,3 | 1 | 40 % | 06/06/2021  (11:30 AM - 01:30 PM) |
| Total |  |  | 100% |  |

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| 1. Description of Topics Covered | |
| *Topic Title*  *(e.g. chapter/experiment title)* | *Description* |
| Chapter 1:  Defining Marketing for the Twenty-First Century  *(external material source)* | Understand the concept of the new economy, learn the tasks of marketing, become familiar with the major concepts and tools of marketing, Understand the orientations exhibited by companies, learn how companies and marketers are responding to new challenges.  ***Video Examples:***   * [Marketing Without Advertising | Manu Kumar Jain | TEDxIIFTDelhi](https://www.youtube.com/watch?v=bl9ACcWQGTs) * [It's Not Manipulation, It's Strategic Communication | Keisha Brewer | TEDxGeorgetown](https://www.youtube.com/watch?v=QGeHS4jO0X0) |
| Chapter 2:  Company and Marketing Strategy: Partnering to build Customer Engagement, Value, and Relationships | Companywide strategic planning: defining Marketing’s Role; Defining a market-oriented Mission; Setting company objectives and goals; designing the business Portfolio.  ***Video Examples:***   * [12 secrets of marketing and you won't believe what happens next | Naimul Huq | TEDxUNC](https://www.youtube.com/watch?v=3gEOP8Th478) * [Marketing food to children | Anna Lappe | TEDxManhattan](https://www.youtube.com/watch?v=0bop3D7-dDM) |
| Chapter 4:  Managing Marketing Information to gain Customer Insights | Marketing Information and Customer Insights; Marketing information and today’s “big Data”, Managing marketing information. Assessing marketing information needs, developing marketing information, Internal data, and Competitive marketing intelligence. Marketing research, defining the problem and research objectives, developing the research plan, gathering secondary data, primary data collection, Implementing the research plan, interpreting and reporting the findings. Analyzing and using marketing information, other marketing information consideration.  ***Video*** ***Examples:***   * [Seth Godin’s Marketing Secrets to Launching a New Business](https://www.youtube.com/watch?v=RDf_mFlLjrk) * [Philip Kotler: 8 Ways to Market Your Way to Growth](https://www.youtube.com/watch?v=di4_Q97UPDQ) |
| Chapter 5:  Consumer markets and buyer behavior | Model of Consumer behaviour. Characteristics affecting consumer behaviour, cultural factors, social factors, personal factors, psychological factors, types of buying decision behaviour, complex buying behaviour; dissonance reducing buying behaviour; habitual buying behaviour, variety seeking buying behaviour; the buyer decision process; need recognition, information search, evaluation of alternatives, purchase decision, post purchase behaviour, the buyer decision process; the buyer decision process for new products.  ***Video Examples:***   * [How Amazon, Apple, Facebook and Google manipulate our emotions | Scott Galloway](https://www.youtube.com/watch?v=xRL2vVAa47I) * [Neuromarketing: The new science of consumer decisions | Terry Wu | TEDxBlaine](https://www.youtube.com/watch?v=UEtE-el6KKs&t=4s) |
| Chapter 6:  Business markets and business buyer behavior | Business markets; market structure and demand; nature of the buying unit; types of decisions and decision process. Business buying behaviour; major types of buying situations; participants in the business buying process; major influences on business buyers; the business buying process, e procurement and online purchases  ***Video Examples:***   * [Business Buyer Behaviour framework to follow and teach](https://www.youtube.com/watch?v=oGj4RwdPrvA&t=83s) * [There is No Luck. Only Good Marketing](https://www.youtube.com/watch?v=AN-41JjIPEg&t=279s) * [The magical science of storytelling | David JP Phillips | TEDxStockholm](https://www.youtube.com/watch?v=Nj-hdQMa3uA) |
| Chapter 17:  Direct, Online, social Media and mobile marketing. | Direct and Digital Marketing; the new direct marketing model; rapid growth of direct and digital marketing; benefits of direct and digital marketing/to buyers and sellers. Forms of direct and digital marketing; digital and social media marketing; marketing the internet and the digital age; online marketing; social media marketing, mobile marketing; traditional direct marketing forms; direct mail marketing, catalogue marketing, telemarketing, direct response TV marketing, Kiosk marketing; Public policy issues in direct and digital marketing, irritation, unfairness, deception, and fraud, consumer privacy, a need for action.  ***Video Examples:***   * [Preparing for a future with Artificial Intelligence | TEDxYYC](https://www.youtube.com/watch?v=f7dhOHMX0js) * [How to Develop a Social Media Strategy Step by Step](https://www.youtube.com/watch?v=PKUn7wU5sIc) * [Lessons from a Life in Digital Marketing | Siddharth Lal | TEDxFMS](https://www.youtube.com/watch?v=ivO8CznI4Uk) |
| Chapter19:  The Global Marketplace | Global Marketing today; Looking at the global marketing environment; the international trade system; economic environment, political legal environment, cultural environment; deciding whether to go global/markets to enter/how to enter these markets; deciding on the global marketing programme, product, promotion, price, distribution channels; deciding on the global marketing organization.  ***Video Examples:***   * [Scott Szwast: The global business next door](https://www.youtube.com/watch?v=xtT3zLWmCHg) * [Aim Global Marketing Plan](https://www.youtube.com/watch?v=B7dNBjmiNjQ) * [Is an INTERNATIONAL BUSINESS degree worth it?](https://www.youtube.com/watch?v=RdX4Q4K_72w) |
| Chapter 20:  Social responsibility and ethics | Sustainable marketing; social criticism of marketing; marketing impact on individual consumers or on society as a whole; marketing’s impact on other businesses. Consumer actions to promote sustainable marketing; consumerism, environmentalism, public actions to regulate marketing; Business actions towards sustainable marketing, sustainable marketing principles, marketing ethics, the sustainable company.  ***Video Examples:***   * [The social responsibility of business | TEDxLondon](https://www.youtube.com/watch?v=Z5KZhm19EO0) * [How to approach CSR in a sustainable manner | Caroline Dale Ditlev-Simonsen | TEDxOsloSalon](https://www.youtube.com/watch?v=mTAa2Bm0EZM) |

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| 1. Weekly Schedule | | | | | |
| *Week* | *Date* | *Topics covered* | *CILOs* | *Teaching Method* | *Assessment* |
| *1* | *7-11 Feb., 2021* | **Introduction to the course and course outline review.**  Chapter 1  Defining Marketing for the Twenty-First Century | *1,2,3* | *2-hour lecture:*  - Lecturing online sessions with a PPT slides presentation  - Offline prerecorded PPT narration. | - Quiz exercise: <https://quizizz.com> |
| *2* | *14-18 Feb., 2021* | *1-hour lecture:*  *-* Online class discussion  - Online class exercise: new economy concept applications  - Pearson MyLab online platform class exercise (students are encouraged to use their electronic devices) | - pop-quiz  - Pearson MyLab/ <https://kahoot.com> online platform class exercise |
| *3* | *21-25 Feb., 2021* | Chapter 2  Company and marketing strategy | *1,2,4* | *2-hour lecture:*  - Lecturing online sessions with a PPT slides presentation  - Offline prerecorded PPT narration. | - Quiz exercise: <https://quizizz.com> |
| *4* | *28 Feb.-4 Mar., 2021* | *1-hour lecture:*   * Case study analysis * Online class discussion: ANSOFF matrix | Assignment-1  (case study) |
| *5* | *7-11 Mar., 2021* | Chapter 4  Managing marketing information to gain Consumer Insight | *1,3* | *2-hour lecture:*  - Lecturing online sessions with a PPT slides presentation  - Offline prerecorded PPT narration. | - Quiz exercise: <https://quizizz.com> |
| *6* | *14-18 Mar., 2021v* | *1-hour lecture:*  - Course project discussion  - Online class exercise: marketing research approaches  Pearson MyLab online platform class exercise *(students are encouraged to use their electronic devices)* | - pop-quiz  - Pearson MyLab/ <https://kahoot.com> online platform class exercise |
| *7* | *21-25 Mar., 2021* | Chapter 5  Consumer markets and buyer behavior | *2,4* | *2-hour lecture:*  - Lecturing online sessions with a PPT slides presentation  - Offline prerecorded PPT narration. | - Quiz exercise: <https://quizizz.com> |
| *8* | *28 Mar.-1 Apr., 2021* | *1-hour lecture:*  - Online class discussion  - Online class exercise: consumer behavior patterns | Midterm Exam (online)  Ch. 1, 2,4 |
| *9* | 4-8 Apr., 2021 | Midterm Break | | | |
| *10* | 11-15 Apr., 2021 | Chapter 6  Business markets and business buying behavior | *1,4* | *2-hour lecture:*  - Lecturing online sessions with a PPT slides presentation  - Offline prerecorded PPT narration. | Assignment-2 (Extended Essay) |
| *1-hour lecture:*  - Online class discussion  - Online class exercise: B2B marketing debates  - Pearson MyLab online platform class exercise *(students are encouraged to use their electronic devices)* | - pop-quiz  - Pearson MyLab/ <https://kahoot.com> online platform class exercise |
| *11* | 18-22 Apr., 2021 | Chapter 17  Direct, online, social media and mobile marketing | 3,4 | *2-hour lecture:*  - Lecturing online sessions with a PPT slides presentation  - Offline prerecorded PPT narration. | - Quiz exercise: <https://quizizz.com> |
| *1-hour lecture:*  - Online class discussion  - Case study: on social media marketing  - Pearson MyLab online platform class exercise *(students are encouraged to use their electronic devices)* | - pop-quiz  - Pearson MyLab/ <https://kahoot.com> online platform class exercise |
| *12* | 25-29 Apr., 2021 | Chapter 19  The global marketplace | *1,2,4* | *2-hour lecture:*  - Lecturing online sessions with a PPT slides presentation  - Offline prerecorded PPT narration. | - Quiz exercise: <https://quizizz.com> |
| *1-hour lecture:*  - Course project presentation online rehearsal  - Group discussion: global market entry methods  - Pearson MyLab online platform class exercise *(students are encouraged to use their electronic devices)* | - pop-quiz  - Pearson MyLab/ <https://kahoot.com> online platform class exercise |
| *13* | 2-6 May, 2021 | Chapter 20  Social Responsibility and Ethics | *2,3* | *2-hour lecture:*  - Lecturing online sessions with a PPT slides presentation  - Offline prerecorded PPT narration. | - Quiz exercise: <https://quizizz.com> |
| *1-hour lecture:*  - Course project presentation rehearsal  - Group discussion: Social Responsibility and Ethics  - Pearson MyLab online platform class exercise *(students are encouraged to use their electronic devices)* | Assignment-3 (Short report) |
| *14* | 9-13 May, 2021 | **Course Project Presentation**  **(online sessions)** | 1,2,3,4 | **Students online group presentations** | Course Project  *(Case analysis)* |
| *15* | 16-20 May, 2021 |
| *16* | 23-27 May, 2021 | **Revision** | *1,2,3,4* | *2-hour lecture:*  - Lecturing online sessions with a PPT slides presentation  - Offline prerecorded PPT narration. | - Quiz exercise: <https://quizizz.com> |
| *1-hour lecture:*  - Course project presentation rehearsal  - Group discussion: Social Responsibility and Ethics  - Pearson MyLab online platform class exercise *(students are encouraged to use their electronic devices)* | - pop-quiz  - Pearson MyLab/ <https://kahoot.com> online platform class exercise |
| 06 June 2021  11:30AM – 01:30PM | | Final exam (online)  Ch. 5,6,17,19&20 | *1,2,3,4* |  | |