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| 1. Course code: | MKT660 | | | 1. Course title: | | | | | MARKETING MANAGEMENT | | | | | | | | |
| 1. College: College of Business Administration | | | | | | | | | | | | | | | | | |
| 1. Department: Management and Marketing | | | | | | | | | | | | | | | | | |
| 1. Program: MBA | | | | | | | | | | | | | | | | | |
| 1. Course credits: 3-credit hour | | | | | | | | | | | | | | | | | |
| 1. Course NQF Level: 9 | | | | | | | | | | | | | | | | | |
| 1. NQF Credits: 12 | | | | | | | | | | | | | | | | | |
| 1. Prerequisite: N/A | | | | | | | | | | | | | | | | | |
| 1. Lectures Timing & Location: Online – Monday, 6:00 PM – 09:00 PM | | | | | | | | | | | | | | | | | |
| 1. Course web page: <https://blackboard.uob.edu.bh/ultra/courses/_22521_1/cl/outline> | | | | | | | | | | | | | | | | | |
| 1. Course Instructor: Dr. Waleed A.Aziz | | | | | | | | | | | | | | | | | |
| 1. Office Hours and Location: Office: S1B-235 I Tel.:17438489 I 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. Course coordinator: Dr. Waleed A.Aziz | | | | | | | | | | | | | | | | | |
| 1. Academic year: 2020-2021 | | | | | | | | | | | | | | | | | |
| 1. Semester: | |  | **First** | | | | X | | | **Second** | | |  | | **Summer** | | |
| 1. Textbook(s):   Marketing Management , Philip Kotler and Kevin Keller, 15th Edition, Pearson Prentice Hall | | | | | | | | | | | | | | | | | |
| 1. References from the Library (<http://www.ac-knowledge.net/uobv3/>):  * [Advanced Marketing Management: Principles, Skills and Tools](https://www.amazon.com/Advanced-Marketing-Management-Principles-Skills/dp/0749480378), Nikolaos Dimitriadis, Neda Jovanovic Dimitriadis, Dr Jillian Ney, Publisher : Kogan Page; 1st edition (November 28, 2018) * Journal: [Journal of Marketing. American Marketing Association](https://www.ama.org/journal-of-marketing/). * Journal: [European Journal of Marketing](https://www.emerald.com/insight/publication/issn/0309-0566).   Journal: [Journal of Consumer Research. Oxford Journals](https://academic.oup.com/jcr). | | | | | | | | | | | | | | | | | |
| 1. Other learning resources used (e.g. e-Learning, field visits, periodicals, software, etc.):  * E-journals and periodicals refer to the following links: * <http://library.uob.edu.bh/dbaccess1.htm> * <https://www-emerald-com.libweb.uob.edu.bh/insight/> * TEDx: <https://tedxwinnipeg.ca/watch/> * The textbook will be supplemented by additional materials which will be provided by the instructor. | | | | | | | | | | | | | | | | | |
| 1. Course description (as per the published):   This course is concerned with the development, implementation, and evaluation of marketing management in complex environment. The course deals primarily with an in-depth analysis with a variety of concepts, theories, facts, analytical procedures, techniques, and models. The course aims to enrich the student’s knowledge and enhance their skills in applying marketing concepts and techniques in practice. | | | | | | | | | | | | | | | | | |
| 1. Course Intended Learning Outcomes (CILOs): | | | | | | | | | | | | | | | | | |
| CILOs | | | | | *Mapping to PILOs* | | | | | | | | | | | | |
| Learning goals | | | | | A. Knowledge | | | B. Communication | | | | C. Responsibility | | | | D. Research | |
| Learning objectives | | | | | A1. Knowledge | A2. Current issues | | B1. Writing communication | | | B2. Oral communication | C1. Research ethics | | C2. Global impact | | D1. Critical analysis | D2. Research practice |
| 1. Explain wide range of new trends and challenges of modern marketing, and, their implications on the marketing process, system, and strategies. | | | | | ✓ | ✓ | | ✓ | | |  |  | | ✓ | |  |  |
| 1. Criticality analyzes the marketing environment, consumer and business buying behaviors, and marketing information system. | | | | |  |  | | ✓ | | | ✓ |  | | ✓ | |  |  |
| 1. Apply segmentation, targeting, differentiation, positioning techniques in designing the marketing mix effectively. | | | | |  | ✓ | |  | | |  | ✓ | |  | | ✓ |  |
| 1. Demonstrate ability to critically design the needed marketing strategies locally and globally. | | | | |  |  | | ✓ | | | ✓ |  | |  | | ✓ | ✓ |
| 1. Review, evaluate, and critique research. | | | | |  |  | |  | | |  | ✓ | | ✓ | | ✓ | ✓ |
| 1. Communicate and present information effectively. | | | | |  |  | | ✓ | | | ✓ |  | |  | | ✓ |  |

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| 1. Course assessment: | | | | |
| *Assessment Type* | *Details/ Explanation of Assessment in relation to CILOs* | *Number* | *Weight* | *Date(s)* |
| Discussion Forum/Case exercises *(individual)* | 1,3 | 2 | 10 % | 30 March 2021  25 May 2021 |
| Quizzes *(individual)* | 3,5 | 2 | 10% | 8 March 2021  12 April 2021 |
| Article Critical Review *(individual)* | 1,2,6 | 1 | 10% | 22 April 2021 |
| Research-based Report *(group)* | 3,4,5 | 1 | 30% | 10 May 2021 |
| Final Examination  (Respondus) | 1,2,4,6 | 1 | 40% | 8 June 2021  (5:00 pm – 8:00 pm) |
| Total |  |  | 100% |  |

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| 1. Description of Topics Covered | |
| *Topic Title*  *(e.g. chapter/experiment title)* | *Description* |
| Chapter 1 Defining marketing | Define marketing and outline the steps in the marketing process; Explain the importance of understanding the marketplace and customers and identify the five core marketplace concepts; Identify the key elements of a customer-driven marketing strategy and discuss the marketing management orientations that guide marketing strategy; Discuss customer relationship management and identify strategies for creating value for customers and capturing value from customers in return; Describe the major trends and forces that are changing the marketing landscape in this age of relationships.  ***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 4  Conducting marketing research | **Marketing research**is the systematic design, collection, analysis and reporting of data relevant to a specific marketing situation facing an organization. The process of marketing research has four steps.  ***Video Examples:***   * [How stores track your shopping behavior | Ray Burke | TEDxIndianapolis](https://www.youtube.com/watch?v=jeQ7C4JLpug) * [Don't Listen To Your Customers - Do This Instead | Kristen Berman | TEDxBerlin](https://www.youtube.com/watch?v=2gxnr3r1YVU) |
| Chapter 6  Analyzing consumer markets | Describe the environmental forces that affect the company’s ability to serve its customers; Explain how changes in the demographic and economic environments affect marketing decisions; Identify the major trends in the firm’s natural and technological environments; Explain the key changes in the political and cultural environments; and Discuss how companies can react to the marketing environment.  ***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 9  Identifying market segments and targets | Define the major steps in designing a customer-driven marketing strategy: market segmentation, targeting, differentiation, and positioning; List and discuss the major bases for segmenting consumer and business markets; Explain how companies identify attractive market segments and choose a market-targeting strategy; and Discuss how companies differentiate and position their products for maximum competitive advantage.  ***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 13  Setting product strategy | Define product and describe the major classifications of products and services; Describe the decisions companies make regarding their individual products and services, product lines, and product mixes; Identify the four characteristics that affect the marketing of services and the additional marketing considerations that services require; and Discuss branding strategy—the decisions companies make in building and managing their brands.  ***Video Examples:***   * [The next stage in sales, marketing & communication: Wes Schaeffer at TEDxTemecula](https://www.youtube.com/watch?v=EKrRjkPmjOI) * [Philip Kotler: Marketing Strategy](https://www.youtube.com/watch?v=bilOOPuAvTY) |
| Chapter 16  Developing pricing strategies and programs | Answer the question “What is a price?” and discuss the importance of pricing in today’s fast-changing environment; Identify the three major pricing strategies and discuss the importance of understanding customer-value perceptions, company costs, and competitor strategies when setting prices; and Identify and define the other important external and internal factors affecting a firm’s pricing decisions.  ***Video Examples:***   * [What Price Do You Place on Excellence? | Casey Brown | TEDxColumbusWomen](https://www.youtube.com/watch?v=VlUrBzXFJXs) |
| Chapter 17  Designing and managing integrated marketing channels | Explain why companies use marketing channels and discuss the functions these channels perform; Discuss how channel members interact and how they organize to perform the work of the channel; Identify the major channel alternatives open to a company; Explain how companies select, motivate, and evaluate channel members; and Discuss the nature and importance of marketing logistics and integrated supply chain management.  ***Video Examples:***   * [True price: towards a new pricing system | Adrian de Groot Ruiz | TEDxDordrecht](https://www.youtube.com/watch?v=e8FNMl8ErVM) * [There is No Luck. Only Good Marketing. | Franz Schrepf | TEDxAUCollege](https://www.youtube.com/watch?v=AN-41JjIPEg) |
| Chapter 19  Designing and managing integrated marketing communications | Define the five promotion mix tools for communicating customer value; Discuss the changing communications landscape and the need for integrated marketing communications; Outline the communication process and the steps in developing effective marketing communications; and Explain the methods for setting the promotion budget and factors that affect the design of the promotion mix.  ***Video Examples:***   * [We're All in Marketing: What Evolution Tells Us About Advertising | Ethan Decker | TEDxSMU](https://www.youtube.com/watch?v=ZK3c9GCjSx8) * [Vocal Branding: How Your Voice Shapes Your Communication Image | Wendy LeBorgne | TEDxUCincinnati](https://www.youtube.com/watch?v=p_ylzGfHKOs) |

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| 1. **Course Weekly Breakdown:** | | | | | |
| *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 New Realities* | *1* | - Lecture and video cases.  - Class discussions.  - Presentation  - Class online exercises:  [**https://quizizz.com**](https://quizizz.com)  [**https://kahoot.com**](https://kahoot.com)  [**https://learningapps.org**](https://learningapps.org) |  |
| ***2*** | 14-18 Feb., 2021 | **Discussion forum (topic 1)** |
| ***3*** | 21-25 Feb., 2021 | Chapter 4:  *Conducting Marketing Research* | *1,3,4* |  |
| ***4*** | 28 Feb.-4 Mar., 2021 | **Online Quiz (1)**  **Ch. 1,4** |
| ***5*** | 7-11 Mar., 2021 | Chapter 6:  *Analyzing Consumer Markets* | *2,4,6* |  |
| ***6*** | 14-18 Mar., 2021v | Chapter 9:  *Identifying market segments and targets* | *3,4,5* |  |
| ***7*** | 21-25 Mar., 2021 | **Discussion forum (topic 2)** |
| ***8*** | 28 Mar.-1 Apr., 2021 | Chapter 13:  *Setting Product Strategy* | *2,3,4* |  |
| ***9*** | 4-8 Apr., 2021 | ***Midterm Break*** | | | |
| ***10*** | 11-15 Apr., 2021 | Chapter 16:  *Developing Pricing Strategies and Programs* | *3,4,5* | - Lecture and video cases.  - Class discussions.  - Presentation  - Class online exercises:  [**https://quizizz.com**](https://quizizz.com)  [**https://kahoot.com**](https://kahoot.com)  [**https://learningapps.org**](https://learningapps.org) | **Online Quiz**  **Ch. 6,9** |
| ***11*** | 29 Nov.-3 Dec., 2020 |
| ***12*** | 18-22 Apr., 2021 | Chapter 17:  *Designing and Managing Integrated Marketing Channels* | *4,6* | **Article review submission** |
| ***13*** | 2-6 May, 2021 | Chapter 19:  *Designing and Managing Integrated Marketing Channels* | *3,6* |  |
| ***14*** | 25-29 Apr., 2021 |
| ***15*** | 9-13 May, 2021 | **Report Final Presentation** | *3,5,6* | Group Discussion | **Group Report** |
| ***16*** | 23-27 May, 2021 | **Revision** | *1,2,3,4,5* | Lecture  Class Discussion |  |
| **8 June 2021**  **5 pm - 8 pm** | | ***Final Exam:***  **Ch. 13, 16, 17, 19** |  | | |