|  |  |  |  |
| --- | --- | --- | --- |
| 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 cid:image003.png@01D47AA3.364A8BA0
 |
| 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.
 |  |  | ✓ | ✓ |  |  | ✓ |  |

|  |
| --- |
| 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% |  |

|  |
| --- |
| 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 4Conducting 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 6Analyzing 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 9Identifying 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 17Designing 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 19Designing 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)
 |

|  |
| --- |
| 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* | LectureClass Discussion |  |
| **8 June 2021****5 pm - 8 pm** | ***Final Exam:*****Ch. 13, 16, 17, 19** |  |