



KOMAR UNIVERSITY OF SCIENCE AND TECHNOLOGY (KUST)

Course Syllabus			
Course Title	Principles of Marketing		
Course Code	BUS2340	No. of Credits	3 credit hours
Department	All departments of COB	College	Business
Pre-requisites Course Code	BUS1200	Co-requisites Course Code	N/A
Course Coordinator(s)	Ms. Gulzar Mohammed		
Email	Gulzar.mahmood@komar.edu.iq		
Other Course Teacher(s)/Tutor(s)	None		
Class Hours	Tuesdays & Thursdays (14:00 p.m. -15:20 p.m.)-Room 107		
Office Hours	Monday to Thursday (10:00-11:30 p.m.) or by making an appointment via email Office location is in the fifth floor-Room 509		
Course Type	College Requirement		
Offer in Academic Year	Fall 2014		
COURSE DESCRIPTION			
<p>The Principles of Marketing is designed to introduce the fundamental marketing concepts such as building relationships with customers, market segmentation, positioning, branding, pricing and product development. This courses also emphasizes on marketing strategy and planning, the marketing environment, consumer behavior and development of target markets.</p>			
COURSE OBJECTIVES			
<p>This course is intended to introduce the students to marketing of goods and services in a global economy. This is a survey course designed to familiarize students with the most of the activities and strategies that are applied by the marketers. The students will acquire conceptual bases for understanding the role and importance of marketing for the success of business.</p>			
COURSE LEARNING OUTCOMES			
<p>Upon the completion of this course students should be able to:</p> <ul style="list-style-type: none"> • Recognize the role of marketing within a firm’s decision-making process. • Demonstrate and understand the process for analyzing, segmenting and targeting consumer and business market. • Express an understanding of the process of product development, brand poisoning and brand management. • Explain the role of pricing in the firm’s decision making process and common pricing practices. • Identify common models of retailing and wholesaling. • Describe the promotional strategies (advertising, personal selling, public relations, direct marketing and sales promotions). • Develop an awareness of social and ethical issues of international marketing practices. 			



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GUIDELINES ON GRADING POLICY

A	95-100%	C	70-74%
A-	94-90%	C-	65-69%
B+	87-89%	D+	60-64%
B	83-86%	D	55-59%
B-	80-82%	D-	50-54%
C+	75-79%	F	0-49%
W	Withdrawal	I	Incomplete

***Note: Passing Grade is 65% and above**

COURSE CONTENT

Course topics include:

- Defining Marketing & Marketing Process
- Understanding the Marketplace and Consumers
- Designing a Customer-Driven strategy and Mix
- Extending Marketing

Course Teaching and Learning Activities

- Upload the course teaching materials on moodle where students can download and print them.
- Use power point presentation to present the course information.
- Interactive class discussion
- Brainstorming sessions
- Practices



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Assessment Tool	Description	Weight
Class Participation	This includes preparing for the lectures, discussions and attendance.	10%
Quizzes (10)	Quizzes are scheduled as shown in the semester schedule. Students will take 10 quizzes which will be counted toward your final grade.	15%
Tests (2)	Two tests will be conducted during the semester each worth 15% each of the final grade.	30%
Team Presentation	A team of 2 to 3 students will prepare a presentation. Each team will choose a notion from a seminar –notion idea list that will be given to them 6 weeks prior to the presentation.	15%
Final Exam	The final exam will be designed to cover all the topics in this course. The exam will be close book, no materials are allowed except the one that will be given by the instructor.	30%
Optional Bonus homework	Unannounced homework will be given to the students will be used to encourage you to keep up with the course material.	5%

Textbooks:

- Philip Kotler, Gary Armstrong . “Principles of Marketing”.14 th Edition, Pearson Prentice Hall, 2012. ISBN-13:978-013-216712-3.

Additional Resources:

- William D. Perreault, Jerome McCarthy. “Essentials of Marketing: A Global-Managerial Approach”, 10 th Edition, McGraw-Hill Irwin,2006 . ISBN-13:978-0-07-293589-9.
- Jim Blythe, Essentials of Marketing, Third Edition, Pearson Education Limited,2005. ISBN-0273693581.
- Mohammad Obeidat, Hani Al-Dmour. “ Principles of Marketing”, 1 st Edition , Dar Wael for Printing-Publishing,2005.ISBN:9957-11-614-2.

COURSE POLICY (including plagiarism, academic honesty, attendance etc)

KUST Academic Policy

<http://sar.komar.edu.iq/files/Student%20hand%20Book%202013.pdf>

Attendance:

- Students are expected to attend all lectures and must attend all examinations, quizzes, and practical exercises.
- There is no make-up work for students who miss classes without official permission.
- Student must arrange with the faculty to make-up the missed class.
- Students are subject to the regulation and policies mentioned in the KUST Student Handbook.
- KUST guidelines for lateness are as follows: Three occasions of lateness count as one absence. (You can be considered late the first 10 minutes of the lecture time).



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GUIDELINES FOR SUCCESS

1. Attend all classes
2. Prepare for all lectures, quizzes and test ahead of time.
3. Ask Questions.
4. Do not memorize try to understand instead.
5. Ask for help from your instructor or classmates.
6. Take note in class

Note: Students are required to bring notebook and pen to the class.

REVISION TO THE SYLLABUS

This syllabus is subject to change. It is the duty of the instructor to inform students of changes in a timely fashion after approval of Quality Assurance Office (QAO).

Course calendar: Please check the academic calendar for 2014/2015

<http://komar.edu.iq/wp-content/uploads/2014/01/f12.jpg>

Week #	Day & Dates	Topics	Course requirement
1	Tuesday 16/9/2014	- Syllabus -An Overview of Marketing	
	Thursday 18/9/2014	-Creating and Capturing Customer Value (1)	
2	Tuesday 23/9/2014	-Creating and Capturing Customer Value (2)	Quiz # 1
	Thursday 25/9/2014	Company and Marketing Strategy : Partnering to Build Customer Relationships	
3	Tuesday 30/9/2014	-Analyzing the Market Environment	
	Thursday 2/10/2014	-Consumer Market and Buyer Behavior	Quiz #2
4	Tuesday 14/10/2014	-Business Market and Business Behavior	
	Thursday 16/10/2014		Test#1
5	Tuesday 21/10/2014	Designing a Customer Driven Strategy and Marketing Mix: -Products, Services, Brands, Building Customer Value	
	Thursday 23/10/2014	-Product Development	Quiz#3
6	Tuesday 28/10/2014	-Product Life-Cycle Strategies	
	Thursday 30/10/2014	-Pricing: Understanding and Capturing Customer Value	Quiz#4
7	Tuesday 04/11/2014	-Pricing Strategies	
	Thursday 06/11/2014	-Marketing Channels: Delivering Customer Value	Quiz#5



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08/11/2014 TO 13/11/2014		Test	Test #2
8	Tuesday 18/11/2014	-Retailing and Wholesaling	
	Thursday 20/11/2014	-Communicating Customer Value: Integrated Communications strategy	Quiz#6
9	Tuesday 25/11/2014	-Advertising and Public relations	
	Thursday 27/11/2014		
10	Tuesday 02/12/2014	-Personal Selling and Sales Promotion	Quiz#7
	Thursday 04/12/2014		
11	Tuesday 09/12/2014	-Direct and Online Marketing: Building Customer Relationships	Quiz #8
	Thursday 11/12/2014		
12	Tuesday 16/12/2014	-Creating Competitive Advantage	Quiz#9
	Thursday 18/12/2014		
13	Tuesday 23/12/2014	-The Global Marketplace	Quiz#10
	Thursday 25/12/2014		
14	Tuesday 06/01/2015	presentations	
	Thursday 08/01/2015		
15	Tuesday 13/01/2015	Review	
	Thursday 15/01/2015		
17/01/2015 To 22/01/2015		Final Exam	