

<b>Course Code</b>	201 MKT
<b>Course Title</b>	Principles of Marketing
<b>Course Credit</b>	3 hours
<b>Prerequisite Course</b>	101 MGT & 101 ECON
<b>Course Level</b>	4
<b>Course Description</b>	<p>This course is the introductory marketing course for business majors and other interested students attending at King Saud University. Marketing is a dynamic, competitive and creative activity that is part of our everyday lives. Studies have stressed that an average person is exposed to many marketing oriented activities daily, thus many of us don't realize it. There are many aspects of marketing that you have not considered systematically. The general purpose of this course is to provide you a basic understanding of what marketing is all about. The course begins with classes that deal with what is marketing, marketing management, and the marketing environment and will provide a broad picture of the course. Following this, the course will examine such issues as marketing research, consumer behavior, segmentation, targeting, and positioning strategies. During the rest of the semester the course will cover product strategy, pricing strategy, distribution strategy, and promotional strategy.</p>
<b>Course Material</b>	Charles W. Lamb, Joseph F. Hair, Jr., Carl McDaniel, Cengage Learning, ISBN 13: 978-1-305-63182-3, Student Edition, 10.
<b>Reading Recommendation</b>	Levitt, T. (1960). <i>Marketing Myopia</i> . Harvard Business Review, July–August, pp. 45–56.
<b>Coarse Language</b>	English

<b>Course Code</b>	301 MKT
<b>Course Title</b>	Consumer Behavior
<b>Course Credit</b>	3 hours
<b>Prerequisite Course</b>	MKT 201
<b>Course Level</b>	4
<b>Course Description</b>	This course focuses on the study of the buying and consumption behavior of individuals and families and the various factors influencing their buying decisions including cultural, social, psychological, and situational factors. It discusses the principles, concepts, and theories that stem from other social sciences such as psychology, social psychology, sociology, cultural anthropology, economics, and others, and apply them to the purchasing and consumption behavior of individuals. The course gives special attention to the ways in which these principles, concepts, and theories can be applied effectively to marketing strategies.
<b>Course Material</b>	Hoyer, W. D. Hoyer & MacInnis, D. J. (2008). <i>Consumer Behavior</i> . 6 <sup>th</sup> edition. South-Western, CENGAGE Learning.
<b>Reading Recommendation</b>	Assael, <a href="#">H.</a> (2003). <i>Consumer Behavior- A Strategic Approach</i> . Houghton Mifflin Company.  Hawkins, <a href="#">D. I.</a> , Best, <a href="#">R. J.</a> , Coney <a href="#">K. A.</a> , & <a href="#">Mothersbaugh</a> , D. L. (2009). <i>Consumer Behavior</i> . McGraw-Hill/Irwin.
<b>Coarse Language</b>	English

<b>Course Code</b>	MKT 302
<b>Course Title</b>	Marketing Research
<b>Course Credit</b>	3 hours
<b>Prerequisite Course</b>	MKT 201
<b>Course Level</b>	4
<b>Course Description</b>	<b>General description in the form to be used for the Bulletin or handbook should be attached)</b>
<b>Course Material</b>	Zikmund, W. G. & Babin, B. J. ( 2007). <i>Essentials of Marketing Research</i> , 9 <sup>th</sup> edition. South-Western: Cengage Learning.
<b>Reading Recommendation</b>	Harper W Boyd, Ralph Westfall and Stanley F Stasch. (2012). <i>Marketing Research</i> , 7 <sup>th</sup> edition. Richard D Irwin
<b>Coarse Language</b>	English
<b>Course Code</b>	MKT 303
<b>Course Title</b>	Selling Skills & Sales Management
<b>Course Credit</b>	3 hours
<b>Prerequisite</b>	MKT 201

<b>Course</b>	
<b>Course Level</b>	4
<b>Course Description</b>	<b>Course Description (Note: General description in the form to be used for the Bulletin or handbook should be attached)</b>
<b>Course Material</b>	Richard R Still, Edward W Cundiff, Norman A P Govoni(2012). <i>Sales Management - Decisions, Strategies and Cases</i> . 5 <sup>th</sup> edition. Prentice-Hall, New Jersey.  Carlton A. Pederson, Milburn D. Wright and Barton A. Weitz / Richard D. Irwin (2013). <i>Selling Principles and Methods</i> . 7 <sup>th</sup> edition. Richard D Irwin.
<b>Reading Recommendation</b>	Rolph E Anderson, Joseph H Hair & Alan J Bush (2013). <i>Professional Sales Management</i> . 2 <sup>nd</sup> edition. McGraw-Hill.
<b>Coarse Language</b>	English
<b>Course Code</b>	MKT 304
<b>Course Title</b>	Global Marketing
<b>Course Credit</b>	3 hours
<b>Prerequisite Course</b>	MKT201
<b>Course Level</b>	4
<b>Course Description</b>	General description in the form used in Bulletin or handbook
<b>Course Material</b>	Czinkota, M. R. & Ronkainen, I. A. (2016). <i>International Marketing</i> . 10 <sup>th</sup> edition. Cengage Learning.
<b>Reading Recommendation</b>	Kate, G., & David, H. (2013). <i>Global Marketing</i> . 3 <sup>rd</sup> edition. South Western Cengage Learning.
<b>Coarse Language</b>	English

<b>Course Code</b>	MKT 401
<b>Course Title</b>	Marketing Communications
<b>Course Credit</b>	3 hours
<b>Prerequisite Course</b>	MKT 201
<b>Course Level</b>	4
<b>Course Description</b>	General description in the form to be used for the Bulletin or handbook should be attached
<b>Course Material</b>	Blythe, J. (Latest Ed). <i>Essentials of Marketing Communications</i> . Prentice-Hall.
<b>Reading</b>	- Fill C. (Latest Ed). <i>Marketing Communications</i> ,

<b>Recommendation</b>	5 <sup>th</sup> edition. Pearson.  Belch, G. E. & Belch, M. A. (Latest Ed). <i>Advertising and Promotion: An Integrated Marketing Communications Perspective</i> . McGraw-Hill.
<b>Coarse Language</b>	English

<b>Course Code</b>	MKT403
<b>Course Title</b>	Electronic Marketing
<b>Course Credit</b>	3 hours
<b>Prerequisite Course</b>	MKT 201
<b>Course Level</b>	4
<b>Course Description</b>	General description in the form used in Bulletin or handbook
<b>Course Material</b>	List Essential References Materials (Journals, Reports, etc.) Provided as the course proceeds <ul style="list-style-type: none"> <li>Journal article (Obama case)</li> </ul>
<b>Reading Recommendation</b>	<b>Dave Chaffey, Fiona Ellis-Chadwick, Richard Mayer and Kevin Johnston. <i>Internet Marketing: Strategy, Implementation and Practice</i> (4th Edition). Prentice Hall.</b>
<b>Coarse Language</b>	English

<b>Course Code</b>	MKT 410
<b>Course Title</b>	Strategic Marketing
<b>Course Credit</b>	3 hours
<b>Prerequisite Course</b>	MKT 201
<b>Course Level</b>	4
<b>Course Description</b>	This course focuses on the process of planning, organizing, implementing and controlling the marketing activities of the firm. It provides full coverage of both short-term and strategic planning o marketing activities and its relationshio0p to corporate strategic planning. It also discusses how to develop a strategic marketing plan considering all internal and external environment factors. Strategic analytical tools are further discussed in order to achieve a strong competitive position for the firm in the market.
<b>Course Material</b>	Mooradian, T.A. & Mantzler, K. (2014), “ <i>Strategic Marketing</i> ”,

	Pearson Education, Ed 1
<b>Reading Recommendation</b>	<ul style="list-style-type: none"> <li>Ferrell, O.C. &amp; Hartline, M.D. (2011), <i>“Marketing Strategy”</i>, South-Western Cengage Learning, Ed 5.</li> </ul>
<b>Coarse Language</b>	English

<b>Course Code</b>	<b>MKT 452</b>
<b>Course Title</b>	<b>Service Marketing</b>
<b>Course Credit</b>	<b>3 hours</b>
<b>Prerequisite Course</b>	<b>MKT 201</b>
<b>Course Level</b>	<b>4</b>
<b>Course Description</b>	<b>General description in the form to be used for the Bulletin or handbook should be attached</b>
<b>Course Material</b>	<i>Lovelock C. &amp; Wirtz J. (2011), “Services Marketing-People, Technology, Strategy”, Pearson Education, Ed 7.</i>
<b>Reading Recommendation</b>	<ul style="list-style-type: none"> <li>Zeithaml, V.; Bitner, M.J. &amp; Gremler, D.D. (2012), <i>“Services Marketing- Integrating Customer Focus across the Firm”</i>, McGraw-Hill, Ed. 2</li> </ul>
<b>Coarse Language</b>	Emglish

<b>Course Code</b>	<b>MKT 455</b>
<b>Course Title</b>	<b>Product Management</b>
<b>Course Credit</b>	<b>3 hours</b>
<b>Prerequisite Course</b>	<b>MKT 201</b>
<b>Course Level</b>	<b>4</b>
<b>Course Description</b>	Product management is an elective course and assumes that the student has taken the Core Marketing classes. The purpose of this course is to provide students with a better understanding of the new-product development process, highlighting the inherent risks and different strategies for overcoming them
<b>Course Material</b>	Baker, Michael & Hart, Susan (2007). Product Strategy and Management. 2nd ed. Prentice Hall. Merle Crawford and Anthony Di Benedetto (2015). New Products Management (11th Ed.). McGraw-Hill: Irwin.
<b>Reading Recommendation</b>	Rice, M., Liefer, R. and O’Connor, G (2002). Assessing Transition Readiness for Radical Innovations. Research-Technology Management, 45(6), 50-56.
<b>Coarse Language</b>	English

<b>Course Code</b>	MKT 477
<b>Course Title</b>	Internship
<b>Course Credit</b>	6 hours
<b>Prerequisite Course</b>	List Special Training Required
<b>Course Level</b>	1
<b>Course Description</b>	<p>Describe the major student activities taking place during the field experience.</p> <p>Students are first given orientation on expectations of the department and the work organization. The corporate communications unit in the college discloses the role and relationship between students, department and organization about field experience Orientation also covers work formalities and safety precautions in the workplace. Students start the assigning with day-to-day activities in a specific position under the guidance of field supervisor and cooperate with work colleagues. They submit a monthly report to faculty advisor. At the end of field experience students have to write a final report and give a presentation to the panel members of department to reflect the experience they acquired.</p>
<b>Course Material</b>	-----
<b>Reading Recommendation</b>	-----
<b>Coarse Language</b>	English