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**Faculty of Business & Economics**

**Department of Business Administration & Marketing**

MKET130 Principles of Marketing

**Course Syllabus**

**Prerequisite Course(s):**

None

**Required Materials:** *Main Text*

Title: Principles of Marketing

Author(s): Philip Kotler, Gary Armstrong

Publisher: Pearson Education International

Year Published: 2015

Edition: 16th

**Course Overview:**

The course intends to provide you with key terms, major concepts and models that introduce you to relevant marketing strategies and practices. It pursues an interactive approach and presents well-illustrated stories and cases about real-life situations that create interest and explain the impact of the digital global economy and globalization on both consumers and companies. By learning marketing strategies and tactics, product development, consumer and business buying behavior students would improve their employment opportunities and contribute thereby to enhancing the marketing performance of small and medium-sizes companies that form the backbone of the Palestinian economy.

**Course Requirements:**

* Frequently checking your Birzeit University RITAJ and ITC account
* Commitment to learn and study hard
* Knowledge of Microsoft Office Applications (Word, Excel, PowerPoint)
* Punctuality & courteous online classroom behavior
* The willingness & ability to work in teams

**Philosophy:**

* Although your work may not always be perfect, your effort MUST BE!

**Course Objectives:**

* To introduce you to marketing strategy and to the elements of marketing analysis: customer analysis, company analysis, market and competitor analysis.
* To familiarize you with the elements of the marketing mix (product, pricing, promotion, and distribution strategies).
* To enhance your problem solving and decision making abilities by learning how to leverage strategic marketing analysis to inform tactical marketing mix decisions.
* To provide you with a comprehensive framework to evaluate marketing decisions and to create successful marketing initiatives.
* To expand your knowledge of the marketing industry while increasing your awareness of the strategic and tactical decisions behind today’s top performing brands locally and internationally.

**Course Expectations:**

Whenever possible, cases and examples will be employed to reinforce the concepts of this class. As such, participation will be a cornerstone of your grade and level of understanding regarding the material to be covered in the course. The following is required of all students:

1. Regular attendance, adherence to Birzeit University Policy regarding absences will be adhered to.
2. Preparation of material before every class. Reading the assigned chapter before class, reviewing of notes, & preparation of any questions.
3. Any assignments must be submitted on time, (late work will not be graded) and plagiarism will not be tolerated.
4. Anyone suspected of cheating on an exam is subject to punishment which may result in receiving a zero for that exam.
5. **NO MAKEUP** tests will be granted without having an official excuse or severe medical condition which can be proven. **The ONLY three excuses are; entering and sleeping at the hospital, imprisonment, or death cases in the nuclear family.**
6. You must be prepared to present any assignments in the form of a presentation, which you will be informed of ahead of time. This work may be done within the construct of a team, or individually, according to what is deemed appropriate.

**Distribution of Grades will be:**

**25% First Hour Exam**

**25% Second hour Exam**

**15% Quizzes and Attendance**

**35% Final Exam**

**Intended Semester Material to Be Covered**

|  |  |  |
| --- | --- | --- |
|  | **Chapter** | **Topic** |
|  | 1 | Marketing: Creating Customer Value and Engagement |
|  | 2 | Company and Marketing Strategy: Partnering to Build Customer Engagement, Value, and Relationships. |
|  | 3 | Analyzing the Marketing Environment |
|  | 4 | Managing Marketing Information to Gain Customer Insights |
|  | 5 | Consumer Markets and Buyer Behavior |
|  | 6 | Business Markets and Business Buyer Behavior |
|  | 7 | Customer – Driven Marketing Strategy: Creating Value for Targets Customers |
|  | 9 | New Product Development and Product Life-Cycle Strategies |
|  | 20 | Social Responsibility and Ethics |

**Teaching and learning methods**

A collective of various teaching and learning methodologies will be implemented in order to maximize students’ intellectual abilities and develop their learning capabilities:

* Lecturing and class discussion.
* Discussion groups conducted in the class to discuss case studies.
* Case studies and practical examples.
* Group project and team work
* Social media platforms (Facebook group) to discuss and analyze visual and audio advertisements.

**Violating academic integrity (Cheating)**

Integrity and honesty of our students are essential and core criteria which we emphasize on. Accordingly, we take serious and rigid academic offence including any source of the violation of academic integrity. This includes (according to the University’s honor code and laws):

* Getting engaged in any form of cheating (plagiarism: copying someone else’s work and pretending that it is your own work).
* Being accused of an academic offence (if you repeat work previously submitted for an assessed assignment without full acknowledgement of the extent to which that previous work has been used).
* Having someone else perform your assignment for you in part or in whole, like buying a paper, or even writing pieces of work without citing references, etc.

By doing this you will be referred to the Dean’s office and this could mean a grade of (F: Fail) for the entire course. You are expected to comply with the university honor code. Please read it on Ritaj:

[https://ritaj.birzeit.edu/university-laws/#](https://ritaj.birzeit.edu/university-laws/)

\*\*\* Information in this Syllabus is subject to change.

**Students with Special Needs**

We encourage students with special needs, including “invisible” special needs such as chronic diseases, learning, and psychological and other medical conditions, to explain their needs and appropriate accommodations to me during the instructor’s office hour. Please bring verification of your status for accommodating your needs.

**University Honor Code**

**Academic Honesty:**

You are expected to comply with the university honor code. Please read it on Ritaj

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***Good Luck***