



ACADEMIC EXCELLENCE REDEFINED
American University of Ras Al Khaimah

Syllabus for BMKT 301

Room No: Course

Class Timings:

I. Instructor Information:

Name:

Office Hours:

Email:

II. Course: BMKT 301 – Principles of Marketing (3:3:0)

Course Credit Hours: 3

Pre-requisites: ECON 103, Sophomore Standing

III. Course Description:

This course examines marketing principles, concepts, strategies, tactics, and analytical tools used by profit and nonprofit organizations to market ideas, products, or services to selected target groups. The course emphasizes how to promote, distribute, and

price firm's offering in dynamic economic, social, political, and international environment.

IV. Course Materials and Basic Resources:

Textbook:

Introduction to Marketing, 9th Edition, by Lamb, Hair & McDaniel, Lamb, Hair & McDaniel (2015) *Principles of Marketing*, 9th Edition, Southwestern cengage.

Other books:

Marketing: A Critical Textbook by Nick Ellis, James Fitchett, Matthew Higgins and Gavin Jack (2010)

V. Course Goals and Student Learning Outcomes

Goals:

The course is designed to introduce students to the terminology, functions, institutions, and philosophy of marketing and market-driven decision-making, with emphasis on the role of technology. The material covers product marketing, service marketing and ideas marketing for both profit and non-profit organizations, in a variety of settings. Students will enhance their problem solving skills through case study analysis and a mini-project.

Student Learning Outcomes:

At the end of the course the student should be able to:

SLO 1	Define terminology, functions, institutions, and the basic philosophy of marketing
SLO 2	Carry out market-driven decision-making, supported by market research and technology
SLO 3	Discuss issues pertaining to product marketing, service marketing and ideas marketing for a variety of B2B and consumer settings
SLO 4	Generate viable marketing plans based on market research and analysis to optimize the marketing mix
SLO 5	Segment consumer markets using demographic, geographic, psychographic, geo-demographic, behavioral and other criteria.

VI. Weekly Topics and Assignments

Tentative Schedule

Week	Topics/In-Class Activities	Assessment Due Dates	SLO
Week 1	Overview of Marketing – concepts, definitions and terminology		1
Week 2	Marketing Orientations; Sustainable Marketing		1,2,3
Week 3	Environment Scanning for Marketing; Socio-Cultural and Economic Influences	Assignment #1 – environment scan for a planned business venture	1,2,5
Week 4	Consumer Behavior and Buying Decision-Making; Purchasing Situations		1,2,5
Week 5	B2B Marketing; Derived, Joint and Inelastic Demand; Single and Multiple Sourcing		1,2,5
Week 6	Market Segmentation for Consumer and B2B		1,2,5

	Markets; Marketing Mix; Geographic, Demographic and Pyschographic issues		
Week 7	Market Research; Primary and Secondary Data Sources; Research Techniques; Marketing Intelligence/Information Systems	Group Mini-Project – based on carrying out marketing research for a business	1,2,5
Week 8	Product Lifecycles; Imitation, Innovation and Differentiation Strategies; New Product Development, Concept Testing and Diffusion Innovation		1,2,4
Week 9	<i>Mid-Term Exam Review;</i> MID TERM EXAM		
Week 10	Pricing and Price Management issues;	Assignment #2 – Carrying out pricing exercise for specimen product	2,3,4,5
Week 11	Pricing Decisions and Strategies; Price Negotiation in B2B Markets		2,3,4,5
Week 12	Marketing Channels and Channel Strategies; Supply Chain Logistics and Management; Intermediaries- Retailers, Wholesalers, Distributors and Agents; Franchising	Assignment #3 – Generating a proposal for a short duration business investigative research	1,2,3,4,5
Week13	Advertising, Creative Appeals and Slogans; Advertising Media and Agencies; Sales, Retailer, Manufacturer and Trade Promotions		1,2,3,4,5
Week` 14	Strategic Marketing and Associated Frameworks (BCG, Ansoff & GE Matrix); Marketing Plans; International Marketing; CAGE Framework; Market Entry Modes		1,2,3,4,5
Week15	Presentation: Group Mini-Projects		1,2,3,4,5

Week 16	FINAL EXAM		
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VII. Evaluation of Learning

The grade breakdown is as follows:

Methods	Dates	Weights
Class Participation	Continuous assessment throughout the semester	10%
Group Mini-Project	Weeks 7	10%
Assignments	Weeks 3, 10 & 12	30%
Mid Term Exam	Week 9	20%
Final Exam	Week 16	30%

Mapping of Learning outcomes and assessments

Assessment Tool	Grade Weightage	Mapping with Course Learning Outcomes				
		1	2	3	4	5
Assignment #1	10%	x	x			
Assignment #2	10%		x	x		
Assignment # 3	10%	x	x	x	x	x

Mini-Project	10%	x	x	x	x	
Mid Term Exam	20%	x	x	x	x	
Final Exam	20%	x	x	x	x	x
Class Discussion/ Participation	10%	x	x	x	x	x

XXII. Grading System and Scale

University course work is measured in terms of quantity and quality. A credit normally represents one hour per week of lecture or recitation or not fewer than two hours per week of independent or laboratory work throughout a semester. The number of credits is a measure of quantity. The grade is a measure of quality. The university system for undergraduate grading is as follows:

Grade	Percentage Scores	Grade Points
A	90-100	4.0
A-	87-89	3.75
B+	84-86	3.3
B	80-83	3.0
B-	77-79	2.7
C+	74-76	2.3
C	70-73	2.0
C-	67-69	1.7
D+	64-66	1.3
D	60-63	1.0
F	0-59	0

IX. Methodologies for Teaching and Learning:

Student's performance will be assessed based on Assignments, Quizzes, Mid-Term and Final Examinations as mentioned in the course calendar. Class participation and doing class assignments is a compulsory part of this course and these will also be used to assess student's performance throughout the course period.

All take home assignments will be handed out to the students at the end of week 2. End dates of take home assignments will be announced in class.

The mid-term and final examinations will constitute a significant portion of the overall grade. The Mid-term Examination would be conducted in the 7th week after the start of

the semester and the Final examination will be conducted on 16th week.

X. Relevant Policies

Relevant policies [Except for the policy on academic misconduct, the inclusion of the following is only suggested and is at the discretion of the instructor].

A. Academic Misconduct. A. Academic Misconduct:

The Honor Code and Honor System

The Honor Code is an integral part of university life. Students are responsible, therefore, for understanding the code's provisions. Cheating and attempted cheating, plagiarism, lying, and stealing of academic work and related materials constitute Honor Code violations. In the spirit of the code, a student's word is a declaration of good faith acceptable as truth in all academic matters. To maintain an academic community according to these standards, students and faculty must report all alleged violations to the Honor Committee.

AURAK expects its students to uphold high standards of academic integrity and conduct. In particular, students are required to:

- Attend classes regularly and punctually.
- Be actively involved in class discussions and other course related classroom activities.
- Complete assignments on time.
- Meet the requirements for course and program completion.
- Abide by high standards of academic integrity, ethics, and honesty.
- Refrain from cheating on homework and examinations, plagiarizing other people's work by submitting it as their own, or any other forms of academic dishonesty.
- Adhere to the published test or examination rules and regulations.
- Make every effort to maintain good academic standing.

Given the internet and easy access to information and knowledge sources, the University is committed to students' learning in an ethical manner. For all academic assignments, project work, and presentations, students need to ensure that due acknowledgement is given to the source of any information which they incorporate in their work. The following are some examples of academic misconduct:

- Cheating/using unfair means in examinations
- Significant paraphrasing in written academic work that is unacknowledged

- Unacknowledged use of information or ideas unless such ideas are commonplace
- Citing sources which student has not read or referred to
- Breaching the word limit of assignments and mentioning wrong word count
- Plagiarism

Plagiarism. Plagiarism is a serious academic offence. Plagiarism is the use of someone else's ideas, words, projects, artwork, phrasing, sentence structure or other work without properly acknowledging the ownership (source) of the property (item). Plagiarism is dishonest because it misrepresents the work of someone else as one's own. It is intellectual theft as it robs others of credit for their work. Plagiarism takes many forms including:

- Using someone else's words without putting those words in quotation marks and providing full information about their source, sufficient information so that another person could easily locate the words that are being quoted, whether it is in an article, a book, or on the web.
- Using unique, original ideas, phrases, sentences, paragraphs, or other materials, etc. from a single source or a variety of sources such as a text, journal, web page, electronic source, design, artwork, etc. in one's work without citing all sources. For a student found plagiarizing, the punishment will be a failing grade in the assignment without the right to redo the assignment up to a failing grade in the course.

Examples of Cheating. Acts of cheating include, but are not limited to, the following:

1. Copying from another student's paper during an exam, or allowing or encouraging another student to copy from your paper during an exam.
2. Having someone else take your exam in your place, or taking an exam for someone else.
3. Obtaining unauthorized access to exams and accepting exams obtained by unauthorized access.

Examples of Plagiarism. Acts of plagiarism include, but are not limited to, the following

1. Handing in as 'original', work prepared by someone else or preparing/completing someone else's work.
2. Copying from a book or other publication without citing sources.
3. Using the same work to satisfy the requirements of two or more courses (during the same or different terms).
4. Having someone else rewrite a rough draft or rewriting a rough draft that is not your own work.

Violations of plagiarism are subject to evaluation according to the criterion of “reasonable doubt”. The student’s right to appeal and the procedures to be followed in carrying out the appeal of the University’s decision is clearly stated in the *Student Handbook*.

Any violations of the University’s academic rules, regulations or directives are reported to the Vice President and may result in one of the following disciplinary measures.

- Verbal or written warning
- Repeating the term
- Dismissal from the University

Please refer to the relevant section in the *Handbook* and ensure a clear understanding of the provisions of the University honor code and honor system in order to avoid infringement of the policy and attendant penalization.

B. Concerns about grades or other course matters. Students are responsible for their learning experiences. If you are concerned about a class matter, first discuss it with the instructor. If the matter is not resolved, the next step is to meet with the Program Chair. If you still have a concern, meet with the Dean. The matter is likely to be resolved before it reaches that point, but if it is not, then the following positions are next on the organization chart: the Deputy Vice Chancellor for Academic Affairs, and, finally, the Vice Chancellor. Students who decide to “jump to the top” will be referred back to the appropriate next step.

C. Assignments. University policy is that assignments are due on the date assigned. Instructors may refuse to accept late assignments or lower the grade that would be otherwise given.

D. Attendance.

- Attend all learning and teaching sessions associated with their program of study.
- Notify their course instructors in advance (in person, by phone or e-mail) that they will be absent from time-tabled class sessions.
- Obtain prior permission from their instructor or course manager, for planned absences of two or more consecutive class sessions during the semester.
- Provide a medical certificate or other corroborating evidence to explain their absence, if required by the University.

Unsatisfactory student attendance includes failure to regularly attend learning and teaching sessions without providing a satisfactory reason to instructors for absence and/or persistent late arrival at, or early departure from, learning and teaching sessions.

Where a student fails to attend classes for two weeks cumulatively without the University's permission, the student will receive a "non-attendance warning (NAW)", and will be required to provide satisfactory explanation for their non-attendance. With each subsequent NAW issued, a formal report on the student's non-attendance is made to their sponsor.

Where a student fails to attend classes for four or more weeks cumulatively, or where a recurring pattern of non-attendance (that is more than two NAWs) is observed, over the course of the semester, the student may be deemed to have failed the course, in which case they will receive an "F (Fail)" or "U (Unsatisfactory)" grade, as appropriate. At this point, and at the instructor's recommendation, the dean has the authority to instruct the registrar to remove the student from the course.

Course Instructors are responsible for reminding students of the importance of regular attendance at learning or teaching sessions, and for accurately recording student attendance. Instructors and Course Managers (Department Chairs or Program Coordinators) will be required to consult with the relevant School Deans, to ensure timely issuance of NAWs, non-attendance reports to sponsors (subject to data confidentiality stipulations) and to provide relevant academic counseling where necessary.

E. Mobile Phones: All mobile phones, pagers and/or other communication devices should be turned off before entering the classroom.

F. Diversity and the Use of English. English is the common language of the AURAK campus, the use of which includes everyone. It is the only language to be used in the classroom. AURAK brings together students and faculty from diverse cultural and linguistic backgrounds, which is one of the strengths of the university. This diversity provides an opportunity to share our different experiences and enlarge our understanding of the world. Classroom discussions and other activities are to be conducted with courtesy and civility and respect for one another and for our differences.