

## **Department Of Management and Marketing**

### **② Marketing Program**

#### **Course Descriptions**

**Course Number:**

MKT 220

**Title:**

Principles of Marketing

**Contents:**

This course provides students with a full understanding of the marketing discipline; it is mainly concerned with the basic concepts and principles of today's marketing. It also provides insight to the practice of marketing in the Kuwaiti environment. In order to meet the objectives of this course, several topics with real world examples and illustrations are included. Among these topics are: marketing concept and definition, philosophies of marketing, buying behavior, consumer buying decision process, market segmentation, target market, product concepts, product life cycle, classification of products, product mix, new product development, product innovation pricing, factors affecting pricing, distribution channels, promotion mix, and publicity. In addition, the course provides students with a broad idea about special issues in marketing, such as service marketing, consumerism, and marketing ethics.

**References:**

**Principles of Marketing**, Kotler, P. 1999, Prentice-Hall.

**Marketing**, Zikmund, W. and Michael D., 1998, Amico.

**Prerequisites:**

ECON 110

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**Course Number:**

MKT 322

**Title:**

Consumer Behavior

**Contents:**

This course examines the psychological and sociological factors that influence consumption and decision-making. It studies the practical implication of consumer attitude and behavior for such marketing activities as merchandising, market research, distribution, product development, pricing, branding and e-commerce.

**References:**

**The Essence of Consumer Behavior**, Jim, Bly th P., 1997. Prentice-Hall.

**Prerequisites:**

MKT 220

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**Course Number:**

MKT 324

**Title:**

## Marketing of Services

### **Contents:**

The course deals with the concepts and principles of services marketing as a unique field of study. The course focuses on issues related to the distinguished characteristics of services, the various activities related to segmenting and analyzing service buying behavior. It also examines the policies and strategies related to the development of the various aspects of services marketing. This extends to cover the planning of services mix, pricing distribution and promotion policies. Ethical environmental and technical issues as applied to services marketing will be discussed.

### **References:**

**Services Marketing: A strategic Approach**, *Conclaves, K.P. 1998*, Prentice Hall Inc..

**Service Marketing**, Lovelock, 1996. C.H. Prentice Hall Inc..

### **Prerequisites:**

MKT 220

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### **Course Number:**

MKT 325

### **Title:**

Personal Selling and Sales Management

### **Contents:**

The course focuses on the concepts and principles related to sales management and performing the steps in the selling process. Issues applied to planning, organizing and controlling sales activities as well as the management of sales force in terms of recruitment, selecting, compensating, supervising and evaluating performance are also emphasized. Ethical, technical, environmental aspects as related to sales management and selling process are also discussed.

### **References:**

**Principles of selling**, *Diamond J.& Pintel g.* Prentice Hall, Inc.

**Professional Sales Management**, *Anderson, Hair and Bush, international ed.* McGraw Hill.

### **Prerequisites:**

MKT 220

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### **Course Number:**

MKT 326

### **Title:**

Retail Marketing

### **Contents:**

The course discusses the various issues related to retailing and the management of retail institutions. Special emphasis is placed on the strategic decisions for developing an enduring store image and the marketing policies to produce customer satisfaction through service quality. Topics covered include store location, layout, merchandising, customer service, vendor relations, buying and inventory management, as well as topics related to non store retailing.

### **References:**

**Retail Marketing Management**, *David Gilbert, 1999*, Prentice-Hall.

**Retail Marketing**, *O. Omar, 1999*. Prentice-Hall,

### **Prerequisites:**

MKT 220

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**Course Number:**

MKT 330

**Title:**

Integrated Marketing Communications

**Contents:**

This course focuses on the integrated marketing communications concept. Within the framework of integrated marketing communications, various traditional and newly emerging marketing communications concepts, tools, and techniques will be elaborated. Topics covered will include: advertising, personal selling, sales promotion, publicity, and micro-marketing communications with emphasis on developing and implementing integrated marketing communication strategies.

**References:**

**Integrated Marketing Communications**, *David Pickton and Amanda Broderick, 2001*, Prentice Hall.

**Introduction to Marketing Communications: An Integrated Approach**, *John Burnett and Sandra Moriarty, 1998*, Prentice Hall.

**Integrated Marketing Communications: A Systems Approach**, *Joe Sirgy, 1998*, Prentice Hall.

**Prerequisites:**

MKT 220

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**Course Number:**

MKT 335

**Title:**

Direct Marketing

**Contents:**

This course focuses on a variety of micro-marketing methods aimed at marketing goods and services directly to consumers. Both traditional methods such as direct mail, catalogue, and tele-marketing as well as the new methods such as internet marketing will be discussed. Strategic use of marketing databases, both internal and external, for effective direct marketing will be emphasized.

**References:**

**Principles of Direct and Database Marketing**, *Alan Tapp, 2<sup>nd</sup> ed.*, 2001, Prentice Hall,

**Direct Marketing Management**, *Mary Lou Roberts and Paul D. Berger, 2<sup>nd</sup> ed.*, 1999, Prentice-Hall.

**Prerequisites:**

MKT 220 and MKT 322

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**Course Number:**

MKT 420

**Title:**

Marketing Research

**Contents:**

The course focuses on the different issues peculiar to conducting marketing research for guiding marketing decisions. Various tools and techniques of marketing research are emphasized, aspects

related to definition the research problem, selection of research methodology, design of research project, data collection, analysis, and interpretation of research results into actions are included. Ethical, environmental, and making use of information technology will be emphasized in the context of the subject.

**References:**

**Marketing Research: An Applied Orientation**, *N.K. Malhotra, 3<sup>rd</sup> ed., 1999*. Prentice-Hall, NJ.

**Prerequisites:**

MKT.220, QMIS120

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**Course Number:**

MKT 421

**Title:**

Business-to-Business Marketing

**Contents:**

This course focuses on issues germane to marketing to businesses and organizations. The course emphasizes organizational buying behavior processes and links such processes to developing and implementing business marketing management processes. International aspects of business-to-business marketing will also be included. Relationship building and micro-marketing issues will be focused in the context of business-to-business marketing.

**References:**

**Business Market Management; Understanding, Creating and Delivering Value**, *James C. Anderson, James A. Narus, 1999*, Prentice-Hall,

**Strategic Business Marketing**, *Peter Chisnall, 3<sup>rd</sup> ed., 1995*. Prentice-Hall.

**Business Marketing**, *Edward G. Brierty, Robert W. Eckles and Robert R. Reeder, 3<sup>rd</sup> ed., 1998*, Prentice-Hall,

**Prerequisites:**

MKT 220

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**Course Number:**

MKT 422

**Title:**

Logistics Management

**Contents:**

The course deals with the various issues related to logistics management. Emphasis is placed on crystallizing the integrative nature of this course and its relation to other managerial concepts such as total cost minimization, system analysis and customer service. The various logistics activities of facility location and structure, transportation, inventory management and control, procurement, materials handling, warehouses, order management, physical distribution and order processing are thoroughly covered in this course. Ethical, environmental and information technology aspects are also covered in the context of management logistics.

**References:**

**Business Logistics Management**, *R.H. Ballou, 4<sup>th</sup> ed., 1999*, Prentice-Hall.

**Prerequisites:**

MKT 220 and QMIS110

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**Course Number:**

MKT 424

**Title:**

Distribution channels

**Contents:**

The course discusses comprehensively the various issues pertaining to distribution channels. Special emphasis is placed on the strategic decisions related to empowering the role that channels play in the success of the marketing program. Marketing policies that produce successful performance and high quality services are also stressed. Topics covered include distribution channel structures, channel selection decision, conflict, and control in channel, customer service and relations, management of channel activities and new trends in channel structure. Both ethical and environmental considerations in managing channels are also considered.

**References:**

**Marketing channels A Management view**, *Rosenbloom B., Hinsdale ,ILL., 1995.* Dryden press.  
**Marketing Channels**, *Stern L.W. and A.I. EL-Ansary, 5<sup>th</sup> ed.,* Prentice-Hall. NJ.

**Prerequisites:**

MKT 220

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**Course Number:**

MKT 430

**Title:**

Internet Marketing

**Contents:**

This course comprehensively deals with various issues related to internet marketing of businesses. A structured approach to applying Internet to various facets of traditional marketing activities such as integrated marketing communications, customer service, relationship marketing, and micro-marketing in general. The course also deals with the strategic issues of creating and maintaining competitively advantageous web sites for effective marketing purposes.

**References:**

**Internet Marketing: Strategy, Implementation and Practice**, *Dave Chaffey, Richard Mayer, Kevin Johnston and Fiona Ellis-Chadwick, 2000,* Prentice-Hall.

**Marketing and the Internet**, *Eloise Coupey, 2001,* Prentice-Hall.

**E-Marketing**, *Judy Strauss, 2<sup>nd</sup> ed., 2001,* Prentice Hall.

**Marketing on the Internet: Principles of On-Line Marketing**, *Judy Strauss and Raymond Frost, 1999.* Prentice-Hall,

**Prerequisites:**

MKT 220 and QMIS 240

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**Course Number:**

MKT 441

**Title:**

Global Marketing

**Contents:**

This course discusses the evolution of global marketing; diverse marketing environments in the global market place and the various theories and methodologies to adjust and adapt marketing mix elements to such diverse business environments. In addition, the global marketing research, ethics

and social responsibility and organizational issues will also be covered. Special emphasis is placed on cultural adjustment and adaptation process in global marketing.

**References:**

**International Marketing : Analysis and Strategy**, Sak Onkvisit And John J. Shaw, 1997.

Prentice Hall,

**Global Marketing Strategies**, Jeannet Hennessey 5<sup>th</sup> ed., 2001. Houghton Mifflin Company.

**Global Marketing**, Warren J. Keegan and Mark C. Green, 2<sup>nd</sup> ed., Prentice Hall, 2000.

**Global Marketing Management**, Masaki Kotabe And Kristiaan Helsen, 2<sup>nd</sup> ed., 2000, John Wiley & Company.

**Prerequisites:**

MKT 220 and MKT 330

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**Course Number:**

MKT 451

**Title:**

Strategic Marketing Management

**Contents:**

Strategic Marketing Management will be a cap-stone course for the undergraduates majoring in marketing. The course will deal with strategic marketing management challenges in a variety of marketing management contexts involving marketing mix elements of product, price, promotion and channels of distribution both individually and in an integrated manner. The emphasis in this course will be on the application of student knowledge in the field of marketing to address the marketing management challenges.

**References:**

**Marketing Management**, D.L. Dalrymple and L. Parsons, 7<sup>th</sup> ed., 2000, John Willey & Co.

**Competitive Marketing Strategy**, John A. Czepiel, 2000, Prentice Hall.

**Strategic Marketing Management Cases**, David Cravens and Charles Lamb, 6<sup>th</sup> ed., 2000, McGraw -Hill.

**Prerequisites:**

MKT 220

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**Course Number:**

MKT 471

**Title:**

Seminar in Marketing

**Contents:**

The course focuses on investigating, discussing and analyzing current issues in marketing. It places special emphasis on marketing institutions, market structure, and governmental regulation in its relation to marketing. It also covers some of the marketing topics which are not comprehensively covered in marketing courses such as social marketing, marketing of government services and marketing of financial services.

**References:**

**Markets periodicals Mainly:** *Journal of Marketing*, *Journal of Marketing research*, Harvard Business Review

**Prerequisites:**

Completion of 90 Credit hours.

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**Course Number:**

MKT 481

**Title:**

Internship in Marketing

**Contents:**

The main objective of this course is to provide Students with practical experience, through joining temporarily an organization. This will be done according to a study plan set by the student academic advisor and a field supervisor from the host organization. The Student will be followed up weekly by his supervisor. By the end of the training period a complete documented report giving a full description of the training work undertaken and experience gained should be submitted and presented by the student.

**Prerequisites:**

Completion of 90 Credit hours and department approval

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**Course Number:**

MKT 491

**Title:**

Special Topics in Marketing

**Contents:**

This course covers current issues and topics not usually covered by the other courses.

**Prerequisites:**

Department approval

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