

King Abdulaziz University
Faculty of Economics and Administration – Marketing Department

Bachelor Programme Course Descriptions

Principles of Marketing – MRKT 260 (Compulsory)

Course Description: This course provides a general overview of the field of marketing. It shows how marketing creates value, how to scan the environment and how to identify marketing mix components in relation to market segmentation.

Consumer Behavior – MRKT 361 (Compulsory)

Course Description: The focus of this course is on the basic concepts of consumer behavior with emphasis on cognitive, behavioral and social influences as they relate to consumer attitudes, perceptions and purchase. The course also explores the consumer decision process and marketing efforts to influence and shape that process.

Marketing Research – MRKT 365 (Compulsory)

Course Description: Marketing research is the systematic process of generating information to aid in marketing decision-making and to improve knowledge about consumers. This course provides insights into the broad range of activities involved in marketing research in organizations. The student will gain experience in both qualitative and quantitative market research.

Marketing Communications – MRKT 367 (Compulsory)

Course Description: This course provides an overview of the elements of marketing communications from an integrated perspective. This knowledge allows students to be able to research and evaluate a company's marketing and promotional situation and use this information in developing effective communication strategies and programs.

Selling and Sales Management – MRKT 369 (Compulsory)

Course Description: This course focuses on the principles and practices of selling and sales management. A detailed demonstration of the selling process and an examination of the elements of an effective sales force as a key component of the organization's total marketing effort will be presented.

E-Marketing – MRKT 462 (Compulsory)

Course Description: This course examines the Internet and other technologies as tools for effective marketing. Students will learn how these technologies have impacted the marketing environment, consumers, and the elements of the marketing mix, and explore implications for a company's marketing plan.

International Marketing – MRKT 464 (Compulsory)

Course Description: This course provides students with understanding of the problems and opportunities present in the international business environment and the challenges facing the firms in developing and implementing international marketing strategy. It includes an analysis of the international marketing environment, international market entry and development, export marketing mix, and the global marketing mix.

Marketing Management – MRKT 466 (Compulsory)

Course Description: This course provides a capstone experience to help students integrate learning from other marketing courses, particularly concerning how to find and analyze market opportunity and plan marketing strategy to achieve competitive advantage. The focus is on the analysis, planning, implementation, and control of marketing programs in a competitive environment.

Channels of Distribution – MRKT 467 (Elective)

Course Description: This course is an integrative view of marketing channels. It is designed to show students how to develop, maintain and manage effective relationships among marketing channels to achieve sustainable competitive advantage by using strategic and managerial frames of reference.

Services Marketing – MRKT 468 (Elective)

Course Description: This course investigates the characteristics of services, strategic differences in the marketing of goods versus services, service quality measurement and management and customer satisfaction. Emphasis is placed on the integration of marketing, human resources, and operations within the service system. The course also provides students with knowledge needed to implement and maintain profitable service strategies.

Co-op Training – MRKT 469 (Compulsory)

Course Description: The purpose of this course is to complement basic theoretical knowledge acquired by students with practical applications from the business environment, through cooperation between the academic department and a selected group of business firms. Throughout the training program, students will practice applying marketing programs in real world situations.