



## Course Specifications

<b>Course Title:</b>	<b>Marketing Communication</b>	
<b>Course Code:</b>	<b>MKT10501</b>	
<b>Program:</b>	<b>Bachelor of Marketing</b>	
<b>Department:</b>	<b>Marketing</b>	
<b>College:</b>	<b>College of Business Administration</b>	
<b>Institution:</b>	<b>Albaha University</b>	

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## A. Course Identification

<b>1. Credit hours:</b> 03
<b>2. Course type</b>
a. University <input type="checkbox"/> College <input type="checkbox"/> Department <input checked="" type="checkbox"/> Others <input type="checkbox"/>
b. Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/>
<b>3. Level/year at which this course is offered:</b> 5 <sup>th</sup> level/ 3 <sup>rd</sup> year
<b>4. Pre-requisites for this course (if any):</b> None
<b>5. Co-requisites for this course (if any):</b> None

### 6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	42	93.33%
2	Blended	03	6.66%
3	E-learning	-	-
4	Distance learning	-	-
5	Other	-	-

### 7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	45
2	Laboratory/Studio	-
3	Tutorial	-
4	Others (specify)	-
	<b>Total</b>	<b>45</b>

## B. Course Objectives and Learning Outcomes

### 1. Course Description

This course discusses the processes, methods, techniques and tools that organizations use to manage the activities of Marketing Communications, upon successful completion, students will have the knowledge and skills to:

This course will broadly examine the Importance of.

- 1- Tools of Marketing Communication Mix.
- 2- Word of Mouth Communication.
- 3- The role of Marketing Communication in Branding.

Marketing Communication Budget.

### 2. Course Main Objective

Upon completion of this course students will be able to:

- 1- Understand the role of Marketing Communication.
- 2- Communicate the factors that influence Marketing Communication
- 3- Define the three Ps of Marketing communication Strategy
- 4- Describe the role of Advertising in marketing communication.

Understand the importance of Digital Marketing.

### 3. Course Learning Outcomes

CLOs		Aligned PLOs
1	<b>Knowledge and Understanding</b>	
1.1	Explain the importance of Audience Attitude, Behavior, and Decision Making within the mentioned concepts.	K2
2	<b>Skills :</b>	
2.1	Analyze the Branding Budgeting and Evaluation methods.	S1
3	<b>Values:</b>	
3.1	Compose a written work for marketing communication context.	V1
3.2	Demonstrate teamwork in resolving marketing communication issues.	V1

### C. Course Content

No	List of Topics	Contact Hours
1	An Introduction to Marketing Communication	6
2	Communication	6
3	Audience Attitude, Behavior, and Decision Making	6
4	Strategies, Objectives and Positioning	6
5	Branding Budgeting and Evaluation	6
6	Advertising	6
7	Interactive Marketing Communication	9
<b>Total</b>		45

### D. Teaching and Assessment

#### 1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	<b>Knowledge and Understanding</b>		
1.1	Explain the importance of Audience Attitude, Behavior, and Decision Making within the mentioned concepts.	Lectures, Illustrative Examples	Exams Assignment
2.0	<b>Skills</b>		
2.1	Analyze the Branding Budgeting and Evaluation methods.	Lectures Active Learning	Exams Quizzes Homework
3.0	<b>Values</b>		
3.1	Compose a written work for marketing communication context.	Group discussion Cooperative Learning Self-Learning	Direct Questions Presentations
3.2	Demonstrate teamwork in resolving marketing communication issues.	Group discussion Cooperative Learning Self-Learning	Direct Questions Presentations Case studies

## 2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Midterm exam	7	30
2	Assignments/ Homework/ Discussion	4 -10	10
3	Presentations (Individual/ Group)	12	10
8	Final Examination	16	50

\*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

## E. Student Academic Counseling and Support

**Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice :**

Instructor will be available for student consultation and academic advice in his specified office hours.

## F. Learning Resources and Facilities

### 1. Learning Resources

<b>Required Textbooks</b>	Essentials of Marketing communications –Chris Fill, published on 2011.
<b>Essential References Materials</b>	Essentials of Marketing Communications (3rd Edition) 3rd Edition, Jim Blythe (Author) Visit Amazon's Jim Blythe Page Find all the books.
<b>Electronic Materials</b>	Internet site: Visit <a href="http://www.pearsoned.co.uk/fill">www.pearsoned.co.uk/fill</a> to find valuable online resources.
<b>Other Learning Materials</b>	None

### 2. Facilities Required

Item	Resources
<b>Accommodation</b> (Classrooms, laboratories, demonstration rooms/labs, etc.)	Classroom which can accommodate 25 students
<b>Technology Resources</b> (AV, data show, Smart Board, software, etc.)	Smart Board, Data Show
<b>Other Resources</b> (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	Projectors, Printers, scanners, etc.

## G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Course evaluation	Students	Survey questionnaire
Student experience evaluation	Students	Survey questionnaire
Instructors' Team evaluation	Team of instructors	Review meetings

<b>Evaluation Areas/Issues</b>	<b>Evaluators</b>	<b>Evaluation Methods</b>
External evaluation	Advisors / or experts	Course Files Review Samples of student's work reviewed by internal faculty
Quality review	Program Quality Committee CBA Academic Accreditation Unit	Course Files Review

**Evaluation areas** (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

**Evaluators** (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

**Assessment Methods** (Direct, Indirect)

## H. Specification Approval Data

<b>Council / Committee</b>	Marketing Department Council
<b>Reference No.</b>	Ref:DMISEM27092020
<b>Date</b>	27/09/2020