



## Course Specifications

<b>Course Title:</b>	<b>Contemporary issues of marketing</b>
<b>Course Code:</b>	<b>MKT10604</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: 03</b>
<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: 6<sup>th</sup> Level / 3<sup>rd</sup> Year</b>
<b>4. Pre-requisites for this course (if any): None</b>
<b>5. Co-requisites for this course (if any): None</b>

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

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	42	95%
2	Blended	03	5%
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 is designed to provide students with an in-depth understanding of some of the main theoretical and research perspectives that have contributed to the academic knowledge in marketing. Consideration will be given to some of the important debates to which theorizing about these different perspectives has given rise with the implications of these for both research and practice explored. Contemporary issues in marketing will focus on some of those changes and emerging issues which have profound implications on current marketing practices and the future of the discipline.

**2. Course Main Objective:** The basic objectives of this course are to provide student with a broad introduction to marketing concepts, help them understand the factors that influence marketing decisions, and focus attention on the vital role of marketing in today's global economy. To inform about the current thinking on and development in marketing discipline

### 3. Course Learning Outcomes

CLOs		Aligned PLOs
1	<b>Knowledge and Understanding</b>	
1.1	List complexities and realities of modern marketing that effect global marketing.	K3
2	<b>Skills:</b>	
2.1	Explain the role of non-marketing activities that affect the market activities	S1
2.2	Analyze the role of marketing in organizations confronted with contemporary issues	S2
3	<b>Values:</b>	
3.1	Use of information technology in Marketing	V1
3.2	Prepare written work on issues affecting todays Marketing	V2
3.3	Demonstrate teamwork and time management in resolving marketing issues	V3

### C. Course Content

No	List of Topics	Contact Hours
1	Changes in Marketing	6
2	Post Modern marketing and beyond	6
3	Building Brand Cultures	6
4	Gender, feminism, and Consumer Behavior.	6
5	Ethical Debates in Marketing Management	6
6	Marketing Spaces and Places	6
7	The Globalized Marketplace and Saudi Vision 2030	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	List complexities and realities of modern marketing that effect global marketing.	Lectures, Illustrative Examples	Exams Assignment
2.0	<b>Skills</b>		
2.1	Explain the role of non-marketing activities that affect the market activities	Lectures, Problem solving Brainstorming	Exams Assignment Direct Questions
2.2	Analyze the role of marketing in organizations confronted with contemporary issues	Lectures Active Learning	Exams Homework

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
3.0	<b>Values</b>		
3.1	Use of information technology in Marketing	Group discussion Cooperative Learning Self-Learning	Assignment Presentations
3.2	Prepare written work on issues affecting today's Marketing	Group discussion Cooperative Learning Self-Learning	Assignment Presentations
3.3	Demonstrate teamwork and time management in resolving marketing issues	Group discussion Cooperative Learning Self-Learning	Assignment Presentations

## 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
4	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>	Contemporary Issues in Marketing & Consumer Behaviour by: Elizabeth Parsons; Pauline Maclaran; Andreas Chatzidakis Publisher: Routledge Print ISBN: 9780415826907, 041582690X e-text ISBN: 9781134057825, 113405782 Edition: 2nd
<b>Essential References Materials</b>	
<b>Electronic Materials</b>	
<b>Other Learning Materials</b>	Hill, C. International Business – Competing in the Global Marketplace, McGraw-Hill/Irwin, New York. (ISBN 978-0-07-802924-0) Peng, M. 2013. Global Strategy, 3rd Edition, South-Western/Cengage Learning: Mason, OH. (ISBN: 978-1-133-96461-2)

## 2. Facilities Required

Item	Resources
<b>Accommodation</b> (Classrooms, laboratories, demonstration rooms/labs, etc.)	Classroom which can accommodate approximately Thirty (30) 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
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