



Course Specifications

Course Title:	Industrial Marketing
Course Code:	MKT10706
Program:	Bachelor of Marketing
Department:	Marketing
College:	College of Business Administration
Institution:	Albaha University

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A. Course Identification

1. Credit hours: 3
2. Course type a. University <input type="checkbox"/> College <input type="checkbox"/> Department <input checked="" type="checkbox"/> Others <input type="checkbox"/> b. Elective <input checked="" type="checkbox"/> Required <input type="checkbox"/>
3. Level/year at which this course is offered: 7 th Level / 4 rd Year
4. Pre-requisites for this course (if any): None
5. Co-requisites for this course (if any): None

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)	-
	Total	45

B. Course Objectives and Learning Outcomes

1. Course Description:

This course is designed to provide students with an introduction to industrial marketing as an information development and communication function that supports economic decision making. This course will familiarize students with the basics of industrial marketing, in the context of marketing and marketing management as well as practices utilized by marketing professionals; Industrial market management function in its historical, social, legal, and economic contexts; methods of sales force planning, preparing, placing, and pricing an industrial product in the industrial markets.

2. Course Main Objective:

Upon successful completion of the course students will be able to:

1. Understand the difference between Industrial Marketing and the Consumer Marketing.
2. Integrate the concepts of Consumer Marketing with the Industrial Marketing.
3. Apply strategies of industrial marketing among industrial partners
4. Comprehend the purchasing behaviour of industrial customers.
5. Learn the industrial purchasing decisions

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge and Understanding	
1.1	List characteristics of Industrial Marketing.	K3
1.2	Define Consumer and Business Markets.	K3
1.3	Describe the industrial demand.	K3
2	Skills:	
2.1	Explain Derived Demand, Joint Demand, Cross Demand.	S1
2.2	Explain the concept of Industrial goods.	S3
2.3	Analyze marketing plan for industrial goods.	S3
3	Values:	
3.1	Demonstrate the communication skills for industrial selling.	V1
3.2	Use Negotiation skills in dealing with industrial suppliers and retailers.	V2
3.3	Practice information related to the basic and special marketing tools.	V3

C. Course Content

No	List of Topics	Contact Hours
1	Introduction an overview of Industrial Marketing.	7
2	Demand for industrial Products.	7
3	Industrial Customers.	7
4	Purchasing System.	7
5	Business Buying Process.	7
6	Negotiations	7
7	Marketing Intelligence System and research.	3
Total		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	Knowledge and Understanding		
1.1	List characteristics of Industrial Marketing.	Lectures, Illustrative Examples	Exams Assignment
1.2	Define Consumer and Business Markets.	Lectures, Illustrative Examples	Exams Assignment
1.3	Describe the industrial demand.	Lectures, Illustrative Examples	Exams Assignment Direct Questions
2.0	Skills		
2.1	Explain Derived Demand, Joint Demand, Cross Demand.	Lectures, Problem solving Brainstorming	Exams Assignment Direct Questions
2.2	Explain the concept of Industrial goods.	Lectures Active Learning	Exams Quizzes Homework
2.3	Analyze marketing plan for industrial goods.	Lectures Active Learning	Exams Assignment Direct Questions
3.0	Values		
3.1	Demonstrate the communication skills for industrial selling.	Group discussion Cooperative Learning Self-Learning	Direct Questions Presentations
3.2	Use Negotiation skills in dealing with industrial suppliers and retailers.	Group discussion Cooperative Learning Self-Learning	Direct Questions Presentations Case studies
3.3	Practice information related to the basic and special marketing tools.	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
4	Final Examination	16	50

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

Required Textbooks	Industrial Marketing, P.K Ghosh, Oxford.
Essential References Materials	----
Electronic Materials	-----
Other Learning Materials	-----

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Classroom which can accommodate 40 students
Technology Resources (AV, data show, Smart Board, software, etc.)	Smart Board, Data Show
Other Resources (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

H. Specification Approval Data

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