



## Course Specifications

<b>Course Title:</b>	<b>Consumer Protection and Marketing</b>
<b>Course Code:</b>	<b>MKT10804</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> 3
<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> 8 <sup>th</sup> Level / 4 <sup>th</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	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 introduction to Marketing and Consumer Protection as an information development and communication function that supports consumer from unfair trading practices and to support consumer product liability and product safety. This course is designed to covers the concept of Consumer Protection and provides students the importance and need of Consumer Protection, students will be able to Understand the objectives of consumer Protection.

### 2. Course Main Objective:

This course will familiarize students with the basics of Commercial Law (Saudi Arabia), in the context of marketing as well as practices utilized by marketing professionals; in its historical, social, legal, and economic contexts; students will be familiarized with the methods of sale and supply goods, transfer of property, distance selling and economic commerce.

### 3. Course Learning Outcomes

CLOs		Aligned PLOs
<b>1</b>	<b>Knowledge and Understanding</b>	
1.1	Define key terms, and concepts used in the study of Consumer Protection.	K2
1.2	Explain how knowledge of Policies of Consumer Protection can be applied to marketing	K3
1.3	Identify the Law of Consumer Protection	K3
<b>2</b>	<b>Skills:</b>	
2.1	Demonstrate knowledge of Saudi Consumer Protection Act.	S1
2.2	Critically evaluate the effectiveness of Consumer Protection for Saudi Consumers.	S3
2.3	Analyze the procedures and regulations of Consumer Protection Act.	S3
<b>3</b>	<b>Values:</b>	
3.1	Demonstrate written work and discussions in Marketing context.	V2
3.2	Utilize efficiently and effectively as a team.	V2

### C. Course Content

No	List of Topics	Contact Hours
1	Marketing and Consumer Protection	6
2	Rights and Duties of Consumer	6
3	Consumer Protection in KSA	6
4	The Saudi Arabian Monetary Agency (SAMA)	6
5	Necessity of Consumer Protection Act	6
6	Case studies Of Consumer Protection in Saudi Arabia	6
7	Unfair Trade Practices in Saudi Arabia	9
<b>Total</b>		<b>45</b>

### D. Teaching and Assessment

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

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
<b>1.0</b>	<b>Knowledge and Understanding</b>		
1.1	Define key terms, and concepts used in the study of Consumer Protection.	Lectures, Illustrative Examples	Exams Assignment
1.2	Explain how knowledge of Policies of Consumer Protection can be applied to marketing	Lectures, Illustrative Examples	Exams Assignment
1.3	Identify the Law of Consumer Protection	Lectures, Illustrative Examples	Exams Assignment Direct Questions
<b>2.0</b>	<b>Skills</b>		
2.1	Demonstrate knowledge of Saudi Consumer Protection Act.	Lectures, Problem solving Brainstorming	Exams Assignment Direct Questions
2.2	Critically evaluate the effectiveness of	Lectures	Exams

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
	Consumer Protection for Saudi Consumers.	Active Learning	Quizzes Homework
2.3	Analyze the procedures and regulations of Consumer Protection Act.	Lectures Active Learning	Exams Assignment Direct Questions
<b>3.0</b>	<b>Values</b>		
3.1	Demonstrate written work and discussions in Marketing context.	Group discussion Cooperative Learning Self-Learning	Direct Questions Presentations
3.2	Utilize efficiently and effectively as a team.	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

<b>Required Textbooks</b>	Consumer Law and Practice-G.F. Woodruff and Robert Lowe
<b>Essential References Materials</b>	Consumer Law and Practice-G.F. Woodruff and Robert Lowe
<b>Electronic Materials</b>	<a href="http://en.m.wikipedia.org">http://en.m.wikipedia.org</a> <a href="https://www.waterstone.com">https://www.waterstone.com</a> <a href="http://www.consumersinternational.org">http://www.consumersinternational.org</a>
<b>Other Learning Materials</b>	<a href="http://www.bookdepository.com">www.bookdepository.com</a> <a href="http://www.sama.gov.sa">www.sama.gov.sa</a>

### 2. Facilities Required

Item	Resources
<b>Accommodation</b> (Classrooms, laboratories, demonstration rooms/labs, etc.)	Classroom which can accommodate 40 students

Item	Resources
<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

### H. Specification Approval Data

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