



ACADEMIC EXCELLENCE REDEFINED
American University of Ras Al Khaimah

SEMESTER YEAR
Syllabus for MBMK 518
Room No: Course
Class Timings:

I. Instructor Information:

Name:
Office Hours:
Email:

II. Course: MBMK 518 – Marketing Management

Course Credit Hours: 3
Pre-requisites: Graduate Standing

III. Course Description:

The course looks in-depth at techniques for crafting effective marketing strategies, for a variety of market environments. Customer-focused marketing strategy design, implementation and management are discussed using contemporary frameworks within a market-driven setting. The course emphasizes managerial aspects of marketing, including integrating specific elements of the marketing process. The course additionally places stress on case analysis, within the UAE/GCC context.

IV. Course Materials and Basic Resources:

General Textbooks:

Marketing Management, Philip Kotler and Kevin L. Keller, 12th Edition,
ISBN: 10: 0132102927, ISBN-13: 9780132102926, Publisher: Prentice Hall

Marketing Strategy: A Decision Focused Approach by Orville C Walker, John Mullins and Jr., Harper W Boyd (2010)

Useful Journals:

Journal of Marketing
Journal of Marketing Research

V. Student Learning Outcomes

At the end of the course the student should be able to:

SLO 1	Critically analyze marketing management attributes and requirements in an organizational context
SLO 2	Critically evaluate marketing and pricing strategies used by firms
SLO 3	Develop and implement durable Customer Relationship Management schemes
SLO 4	Formulate marketing campaigns that communicate and deliver value, using the most appropriate methods
SLO 5	Demonstrate a critical awareness of the strategic uses of branding, including the creation of brand equity and brand positioning

VI. Weekly Topics and Assignments

Tentative Schedule

Week	Topics / In-Class Activities	Assessment Due Dates	SLO
Week 1	Introduction; Overview of Marketing Management principles and trends.		1
Week 2	Developing and Implementing Marketing Strategies and Plans	Quiz	1,2
Week 3	Understanding Markets, Market Demand, and the Marketing Environment		1,2
Week 4	Creating Customer Value, Satisfaction, and Loyalty; Effective Loyalty Marketing		1,2,3
Week 5	Analyzing Consumer Markets; Consumer Behavior Studies		1,2,3
Week 6	Analyzing Business Markets; Communicating and delivering Value; Optimized Value Chains/Networks	Assignment #1 - Creating and administering an online questionnaire to	1,2,3

		gauge user demand for a product or service; A commercial statistical package (e.g. SPSS) will be used to process the survey data	
Week 7	Identifying Market Segments and Targets		1,2,3,4
Week 8	Further work with market segments <i>Mid-Term Assessment</i>		1,2,3,4
Week 9	Creating Brand Equity	Quiz	1,2,3,5
Week 10	Creating Positioning and Dealing with Competition	Assignment #2 – Filter, analyze and critically evaluate the merits of market research data compiled and presented in a commercial repository pertaining to the UAE/GCC	1,2,3,4,5
Week 11	Setting Product Strategy and Marketing Through the Life Cycle	Quiz	1,2,3,4,5
Week 12	Designing and Marketing Services		1,2,3,4,5
Week 13	Managing Retailing, Wholesaling, and Logistics		1,2,3,4,5
Week 14	Developing effective mass communications schemes; Direct Marketing Techniques	Assignment #3 – Case study based analysis of current marketing management techniques used by UAE/GCC firms	1,2,3,4,5

Week 15	<i>Final Review Session</i>		
Week 16	Final Exam/Assessment		

VII. Evaluation of Learning

Methods	Dates	Weights
Class Participation	Continuous assessment throughout the semester	10%
Quiz	Weeks 2, 9 & 11	10%
Assignments	Weeks 6, 10 & 14	30%
Mid Term Assessment	Week 8	20%
Final Exam/ Assessment	Week 16	30%

Mapping of Learning outcomes and assessments

Assessment Tool	Grade Weightage	Mapping with Course Learning Outcomes				
		1	2	3	4	5
Assignment #1	10%	x	x	x		
Assignment #2	10%		x	x	x	
Assignment # 3	20%	x	x	x	x	x
Quiz	10%	x	x	x	x	
Mid Term Assessment	20%	x	x	x		
Final Exam*1	20%	x	x	x	x	x
Class Discussion/ Participation	10%	x	x	x	x	x

***1 – This is a Final Assignment or Mini-project report in the case of the Executive MBA**

XIII. Grading System and Scale

University course work is measured in terms of quantity and quality. A credit normally represents one hour per week of lecture or recitation or not fewer than two hours per week of independent or laboratory work throughout a semester. The number of credits is a measure of quantity. The grade is a measure of quality. The university system for Master's level postgraduate grading is as follows:

Grade	Percentage Scores	Grade Points
A	90-100	4.0
A-	87-89	3.7
B+	84-86	3.3
B	80-83	3.0
B-	77-79	2.7
C+	74-76	2.3
C	70-73	2.0
F	0-69	0

IX. Methodologies for Teaching and Learning:

The candidates are supported in the development of their understanding of the subject matter by being referred to a number of texts, websites and are also given appropriate handouts during the lecture delivery.

The approach taken to learning on this course is a combination of input from the course tutors to explain concepts; group discussion which will explore the relevance of academic analysis to organizational practice and student presentations on current changes in the management of people within organizations and their implications the wider business environment. The role of the tutors is to provide a learning framework to meet course objectives however it should be highlighted that it is the responsibility of the student to become their own learning resource and every effort will be made to encourage student-centered learning and choice where possible. In order to achieve this however it is essential that students do more than just turn up for timetabled sessions. It means they should be fully prepared, being willing and able to make contributions to the sessions as well as being prepared to take on responsibility for the achievement of learning.

Additionally, for the EMBA, the class sessions will typically be of a more discursive nature, with greater emphasis on the use of case studies and current managerial work experiences.

X. Relevant Policies

Relevant policies [Except for the policy on academic misconduct, the inclusion of the following is only suggested and is at the discretion of the instructor].

A. Academic Misconduct:

The Honor Code and Honor System

The Honor Code is an integral part of university life. Students are responsible, therefore, for understanding the code's provisions. Cheating and attempted cheating,

plagiarism, lying, and stealing of academic work and related materials constitute

Honor Code violations. In the spirit of the code, a student's word is a declaration of good faith acceptable as truth in all academic matters. To maintain an academic community according to these standards, students and faculty must report all alleged violations to the Honor Committee.

AURAK expects its students to uphold high standards of academic integrity and conduct. In particular, students are required to:

- Attend classes regularly and punctually.
- Be actively involved in class discussions and other course related classroom activities.
- Complete assignments on time.
- Meet the requirements for course and program completion.
- Abide by high standards of academic integrity, ethics, and honesty.
- Refrain from cheating on homework and examinations, plagiarizing other people's work by submitting it as their own, or any other forms of academic dishonesty.
- Adhere to the published test or examination rules and regulations.
- Make every effort to maintain good academic standing.

Given the internet and easy access to information and knowledge sources, the University is committed to students' learning in an ethical manner. For all academic assignments, project work, and presentations, students need to ensure that due acknowledgement is given to the source of any information which they incorporate in their work. The following are some examples of academic misconduct:

- Cheating/using unfair means in examinations
- Significant paraphrasing in written academic work that is unacknowledged
- Unacknowledged use of information or ideas unless such ideas are commonplace
- Citing sources which student has not read or referred to
- Breaching the word limit of assignments and mentioning wrong word count
- Plagiarism

Plagiarism. Plagiarism is a serious academic offence. Plagiarism is the use of someone else's ideas, words, projects, artwork, phrasing, sentence structure or other work without properly acknowledging the ownership (source) of the property (item). Plagiarism is dishonest because it misrepresents the work of someone else as one's own. It is intellectual theft as it robs others of credit for their work. Plagiarism takes many forms including:

- Using someone else's words without putting those words in quotation marks and providing full information about their source, sufficient information so that another person could easily locate the words that are being quoted, whether it

is in an article, a book, or on the web.

- Using unique, original ideas, phrases, sentences, paragraphs, or other materials, etc. from a single source or a variety of sources such as a text, journal, web page, electronic source, design, artwork, etc. in one's work without citing all sources. For a student found plagiarizing, the punishment will be a failing grade in the assignment without the right to redo the assignment up to a failing grade in the course.

Examples of Cheating. Acts of cheating include, but are not limited to, the following:

16. Copying from another student's paper during an exam, or allowing or encouraging another student to copy from your paper during an exam.
17. Having someone else take your exam in your place, or taking an exam for someone else.
18. Obtaining unauthorized access to exams and accepting exams obtained by unauthorized access.

Examples of Plagiarism. Acts of plagiarism include, but are not limited to, the following

21. Handing in as 'original', work prepared by someone else or preparing/completing someone else's work.
22. Copying from a book or other publication without citing sources.
23. Using the same work to satisfy the requirements of two or more courses (during the same or different terms).
24. Having someone else rewrite a rough draft or rewriting a rough draft that is not your own work.

Violations of plagiarism are subject to evaluation according to the criterion of "reasonable doubt". The student's right to appeal and the procedures to be followed in carrying out the appeal of the University's decision is clearly stated in the *Student Handbook*.

Any violations of the University's academic rules, regulations or directives are reported to the Deputy Vice Chancellor Academic Affairs and may result in one of the following disciplinary measures.

- Verbal or written warning
- Repeating the term
- Dismissal from the University

Please refer to the relevant section in the *Handbook* and ensure a clear understanding of the provisions of the University honor code and honor system in order to avoid infringement of the policy and attendant penalization.

B. Concerns about grades or other course matters. Students are responsible for

their learning experiences. If you are concerned about a class matter, first discuss it with the instructor. If the matter is not resolved, the next step is to meet with the Program Chair. If you still have a concern, meet with the Dean. The matter is likely to be resolved before it reaches that point, but if it is not, then the following positions are next on the organization chart: the Deputy Vice Chancellor for Academic Affairs, and, finally, the Vice Chancellor. Students who decide to “jump to the top” will be referred back to the appropriate next step.

C. Assignments. University policy is that assignments are due on the date assigned. Instructors may refuse to accept late assignments or lower the grade that would be otherwise given.

D. Attendance.

- Attend all learning and teaching sessions associated with their program of study.
- Notify their course instructors in advance (in person, by phone or e-mail) that they will be absent from time-tabled class sessions.
- Obtain prior permission from their instructor or course manager, for planned absences of two or more consecutive class sessions during the semester.
- Provide a medical certificate or other corroborating evidence to explain their absence, if required by the University.

Unsatisfactory student attendance includes failure to regularly attend learning and teaching sessions without providing a satisfactory reason to instructors for absence and/or persistent late arrival at, or early departure from, learning and teaching sessions.

Where a student fails to attend classes for two weeks cumulatively without the University's permission, the student will receive a "non-attendance warning (NAW)", and will be required to provide satisfactory explanation for their non-attendance. With each subsequent NAW issued, a formal report on the student's non-attendance is made to their sponsor.

Where a student fails to attend classes for four or more weeks cumulatively, or where a recurring pattern of non-attendance (that is more than two NAWs) is observed, over the course of the semester, the student may be deemed to have failed the course, in which case they will receive an "F (Fail)" or "U (Unsatisfactory)" grade, as appropriate. At this point, and at the instructor's recommendation, the dean has the authority to instruct the registrar to remove the student from the course.

Course Instructors are responsible for reminding students of the importance of regular attendance at learning or teaching sessions, and for accurately recording student attendance. Instructors and Course Managers (Department Chairs or Program Coordinators) will be required to consult with the relevant School Deans, to ensure timely issuance of NAWs, non-attendance reports to sponsors (subject to data confidentiality stipulations) and to provide relevant academic counseling where necessary.

E. Mobile Phones: All mobile phones, pagers and/or other communication devices should be turned off before entering the classroom.

F. Diversity and the Use of English. English is the common language of the AURAK campus, the use of which includes everyone. It is the only language to be used in the classroom. AURAK brings together students and faculty from diverse cultural and linguistic backgrounds, which is one of the strengths of the university. This diversity provides an opportunity to share our different experiences and enlarge our understanding of the world. Classroom discussions and other activities are to be conducted with courtesy and civility and respect for one another and for our differences.