



Course Descriptor MRKT510 - Principles and Implementation of Effective Marketing

Proposed Academic Year	2021-2022	Last Reviewed Academic Year	2020-2021
Course Code	MRKT510	Course Title	Principles and Implementation of Effective Marketing
Credit hours	3	Level of study	Postgraduate -Year Two
College / Centre	College of Business Administration	Department	MNGT-MBA
Co-requisites	None	Pre-requisites	None

1. COURSE OUTLINE

This course critically raises students' awareness of current global issues, disciplines, competitions and the necessary skills in making marketing-related strategic decisions based on a global perspective. It provides students with the advanced knowledge, concepts, tools, and international terminology to critically understand and interpret international problems and issues. It also develops students' understanding on how companies adjust their international strategies based on the global environmental changes by critically analyzing the social, political, legal, and economic forces that affect business performance of international marketing.

2. AIMS

The aim of this course is to critically highlight the important role of marketing in sustaining vibrant economy and organizational competitiveness in an ever changing business environment. The rapid technological development requires innovative and resilient managers to address new marketing realities ethically and responsibly.

3. LEARNING OUTCOMES, TEACHING, LEARNING and ASSESSMENT METHODS

Learning Outcomes (Definitive)	Teaching and Learning methods (Indicative)	Assessment (Indicative)
Upon successful completion of this course, students will be able to:		
1. Critically understand how companies adjust their international strategies based on the global environmental changes.	Lectures and seminars, Group work, Presentations	Class Presentation, Written Examination, Case Study, Assignments
2. Develop critical marketing skills for the understanding of cultures of nations by critically analyzing the social, political, legal, and economic forces that affect the business performance of international marketing.	Lectures and seminars, Group work, Presentations	Class Presentation, Written Examination, Case Study, Assignments
3. Be familiar and able to competently determine the appropriate "tools" of international marketing.	Lectures and seminars, Group work, Presentations	Class Presentation, Written Examination, Case Study, Assignments
4. Critically understand the	Lectures and seminars,	Class Presentation,



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planning and organization processes of global marketing mix and communication channels	Group work, Presentations	Written Examination, Case Study, Assignments

4. ASSESSMENT WEIGHTING

Assessment	Percentage of final mark (%)
Midterm Examination	20
Case/Assignment	45
Final Exam	35
TOTAL	100%

5. ACHIEVING A PASS

Students will achieve **03** credit hours for this course by passing **ALL** of the course assessments and achieving a **minimum overall score of 50 %**

6. COURSE CONTENT (Indicative)

WEEK	LECTURE TOPIC	TIME (HOURS)
1	Understanding Marketing Management	3
2	Marketing and Strategic Planning	3
3	Analyzing Marketing Environment Marketing research and intelligence	3
4	Culture, Management Style, and Business Systems.	3
5	Developing a Global Vision through Marketing Research Mid Term Exam	3
6	Analyzing Consumer Behavior	3
7	Marketing Segmentation & Differentiation	3
8	Creating Market Offerings	3
9	Managing Holistic Marketing Effort	3
10	e-Marketing Case/Assignment	3
11	Integrated Marketing Communications and International Advertising	3
12	Personal Selling and Sales Management	3
13	Pricing for International Markets-I	3
14	Pricing for International Markets-II	3



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15	Revision	3
16	Final Exam	
	TOTAL HOURS	45
1 - 16	Plus RECOMMENDED INDEPENDENT STUDY HOURS	45
	TOTAL COURSE HOURS	90

7. RECOMMENDED READING

Core text/s:

Ghauri, Pervez and Cateora, Philip. R (2014). International Marketing. McGraw-Hill.

Secondary/Additional Tests:

Majaro, S. (2013). International Marketing (RLE International Business): A Strategic Approach to World Markets. Routledge.

Library + online resources:

ASU library
ASU online resources (ProQuest and ebrary)
Sultan Qaboos University Library (by agreement)