

Kingdom of Saudi Arabia
Ministry of Higher Education
King Saud University
College of Applied Studies and Community
Service
Program of Administration & Human
Sciences



المملكة العربية السعودية
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كلية الدراسات التطبيقية وخدمة المجتمع
برنامج العلوم الإدارية والإنسانية

Marketing

First Level

Code & Course No.	Title	Hours
BA ١١٠١	Principles of Business Administration	٣
BA ١٢٠١	Communication Skills	٢
Com ١١٠٣	Applications on Personal Computer	٣
Econ ١١٠١	Principles of Economics	٣
Eng ١١٠١	Intensive English-١	٩
Total		٢٠

Second Level

Code & Course No.	Title	Hours
Acct ١١٠١	Financial Accounting (١)	٣
Eng ١١٠٢	Intensive English-٢	٩
Law ١٢٠٢	The Commercial Law	٣
MKT ١١٠١	Principles of Marketing	٣
Stat ١١٠٥	Statistics	٢
Total		٢٠

Third Level

Code & Course No.	Title	Hours
MKT ١٢٠٣	Marketing Firms Management	٣
MKT ١٢٠٤	Pricing Management	٢
MKT ١٢٠٦	Marketing Research	٣
MKT ١٢٠٧	Promotion Management	٣
MKT ١٢٠٨	Physical Distribution	٢
MKT ١٢٠٩	Sales Operation Management	٣
MKT ١٢١٠	Consumer Behavior	٢
MKT ١٢١١	Applied Cases in Marketing	٢
Total		٢٠

Fourth Level

Code & Course No.	Title	Hours
MKT ١٣١٠	Field Training	٢٠
Total		٢٠

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First Level

Code & Course No.	Title	Hours
BA ١١٠١	Principles of Business Administration	٣
BA ١٢٠١	Communication Skills	٢
Com ١١٠٣	Applications on Personal Computer	٣
Econ ١١٠١	Principles of Economics	٣
Eng ١١٠١	Intensive English-١	٩
Total		٢٠

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Courses Code and Number	BA ١١٠١	Course Title	Principles of Business Administration
Credit Hours	٣ hours	Prerequisite	
Hours of Instruction		Course Level	١

Course Objectives (Student's knowledge and skills to be enhanced in this course):

This course aims to familiarize students with the administrative principles and skills in profit-seeking business organizations. It also seeks to introduce students to administrative careers which lead up to the prosperity of companies and establishments, with emphasis on practicing administration in the local community

Courses Description (major topics):

- Introduction to Administration
- Development of Administration Theory
- Forms of Ownership in Business Projects

Administrative Careers:

- Planning
- Organization
- Decision-making
- Leadership
- Managerial Communications
- Control

Major Activities in Business Organizations:

- Human Resource Management
- Financial Management
- Marketing Management
- Operations Management

Method of Instruction and training (Applied mechanism during the course):

Tentative Books and References:

- Ahmed Sameer Askar. *Origins of Administration*

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Communication Skills

Course Title: Principles

Course Number: BA ١٢٠١

Hours of Instruction: ٣ hours

Course Level: Level One

Course Objectives:

The course focuses on the topic of communications and seeks to allow students to grasp its elements, dimensions and methods, providing students with the basic skills which are crucial in the present day, since communication is an important part in man's everyday activities.

Course Major Components:

- Components of effective communication
- Basic dimensions of effective communication
- What makes communication successful
- Verbal and non-verbal communication skills
- Persuasive speech skill
- Dealing-with-the-other skill
- Leading-the-other skill
- Managing-the-other skill
- Meeting-management skill

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- Report-writing skill

Tentative Textbooks::

Dr. Hala Mansur. *Effective Communication: Concepts, Methods and Skills*. Al-Maktaba Al-Jami'iya. ٢٠٠٠

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Applications on Personal Computers

Course Title: Applications in Personal Computers

Course Number: Com ١١٠٣

Hours of Instruction: ٣ hours

Course Level: Level One

Course Objectives:

The course aims to familiarize students with the basic components of computers and to develop their skills in dealing with different data in addition to enhancing the students' skills to deal with Windows programs. The course will also seek to help students to manage and organize files using a number of programs

Course Major Components:

- An introduction to computers and their basic components
- Operating systems of personal computers
- The basics in M.S. Word
- The basics in M.S. Excel
- The basics in M.S. Power Point
- The Internet and Electronic Mail
- Applications in Administrative Sciences

Tentative Textbooks::

Dr. Othman As-Salloum. / Dr. Ali Al-Jum'a / Dr. Walid Ash-Shebani. *Computers and their applications in Administrative Sciences*. Ibn Rushed Bookshop

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Principles of Economics

Course Title: Principles of Economics

Course Number: Econ ١١٠١

Credit Hours: ٣ hours

Course Level: Level Two

Course Objectives:

The course aims to familiarize students with the general and basic principles of economics, such as “display and demand,” ”market balance,” and “market flexibility”. The course also provides students with skills needed to make economic analyses.

Course Major Components:

- General Introduction
- Basics of “Display and Demand”
- Market Balance
- Traditional and modern entries to Consumer Behavior Analysis
- Price Elasticity of Display and Demand
- Short-Term Production and Its Cost
- Basic Concepts in Establishment Display Theory
- Establishment Display in Complete Competition Market

- Establishment Display in Complete Monopoly Market

Tentative Textbooks::

Dr. Khalid Bin Ibrahim Ad-Dakheel. *An Introduction to Partial Economic Theory.* 1st

Ed. ۲۰۰۰

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Intensive English (١)

Course Title: Intensive English (١)

Course Number: Eng ١١٠١

Credit Hours: ٩ hours

Course Level: Level One

Course Objectives:

١. English for Beginners:

The course aims to enable students to understand and use English efficiently. It addresses the various needs of the adult learner. It also provides learners with the opportunity to move from a beginning to a challenging intermediate level, while offering support and encouragement at every stage.

Course Textbook: *Skills in English*

This level contains the following components:

- Grammar and vocabulary book (Parts A & B)
- Listening and speaking book
- Reading & Writing book
- Cassettes
- CD's

٢. Pre-Intermediate level:

This course enables students to learn how to use English in all kinds of situations, to build vocabulary, to understand grammar and put it into practice, and to speak clearly with natural pronunciation.

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Course Textbook: *Skills in English*

This level contains the following components:

- Writing book
- Listening book
- Speaking book
- Reading book
- Cassettes
- CD's

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Second Level

Code & Course No.	Title	Hours
Acct ١١٠١	Financial Accounting (١)	٣
Eng ١١٠٢	Intensive English-٢	٩
Law ١٢٠٢	The Commercial Law	٣
MKT ١١٠١	Principles of Marketing	٣
Stat ١١٠٥	Statistics	٢
Total		٢٠

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Financial Accounting

Course Title: Financial Accounting

Course Number: Acct ١١٠١

Credit Hours: ٣ hours

Course Level: Level Two

Course Objectives:

The course introduces financial accounting as a system of collecting and communicating financial information in various business entities. Topics covered include accounting concepts and principles adopted in writing financial statements and reports.

Course Major Components:

Introduction to the basics and branches of accounting:

- Accounting System: Elements – Double record
- Accounting System: - review balance
- Accounting System: Report-making (Income list –Financial Center list)
- Account settling and account-closure
- Accounting in commercial establishments
- Fixed assets and redemption

- Commitments and ownership rights

Tentative Textbooks::

Dr. Mohammed Abdullah Al-Faisal. *Accounting: Basics and Principles*. Part One

Intensive English (٢)

Course Title: Intensive English (٢)

Course Number: Eng ١١٠٢

Hours of Instruction: ٩ hours

Course Level: Level Two

Course Objectives:

١. Intermediate Level:

The course seeks to enable students to learn how to use English in all kinds of situations, to build vocabulary, to discover vocabulary and put it into good practice and to speak with natural pronunciation.

Course textbook: *Skills in English.*

The package for this level contains the following components:

- Writing Book
- Listening Book
- Speaking Book
- Reading Book
- Cassettes
- CD's

٢. Post-Intermediate Level:

This course trains students to read for meaning, to communicate in writing, to listen actively and respond with confidence, and to discuss a variety of topics in English.

Course Textbook: *Skills in English*

The package for this level contains the following components:

- Writing Book
- Listening Book
- Speaking Book
- Reading Book
- Cassettes
- CD's

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Commercial Law

Course Title: Commercial Law

Course Number: Law ١٢٠١

Credit Hours: ٣ hours

Course Level: Level Two

Course Objectives:

The course aims to provide students with the scientific skills and knowledge and legal information that relate to commercial activities in order to prepare students to grasp the laws and legislations which relate to commercial companies and business entities.

Course Major Components:

- A general introduction on the definition of commercial law, its scope, causes and sources
- Theory of commercial business and the businessman
- Commercial Companies: types, legal nature and

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Tentative Textbooks::

Dr. Mohammad Hassan Al-Jabir. *Saudi Commercial Law*

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Principles of Marketing

Course Title: Principles of Marketing

Course Number: MKT ١١٠١

Credit Hours: ٣ hours

Course Level: Level Two

Course Objectives:

The course aims to provide students with the basic skills and principles in marketing management and give them a comprehensive idea about marketing and its various activities in a simplified and easy way, focusing on the relationship between the topics taught and what is real in the market.

Course Major Components:

- Marketing: Concept, Components, and Development
- Consumer's Behavior and Purchase Decision
- Strategic Planning of Marketing Activities
- Marketing Information and Marketing Research
- Market Fragmentation
- Marketing Combination

- Product Strategies
- Pricing Strategies
- Distribution Strategies
- Promotion Strategies

Tentative Textbooks::

Dr. Tal'at Asa'ad Abdul Hameed. *Effective Marketing*.

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Statistics

<u>Course Title:</u>	Statistics
<u>Course Number:</u>	Stat ١١٠٥
<u>Credit Hours:</u>	٣ hours
<u>Course Level:</u>	Level Two

Course Objectives:

The course aims to enhance students' skills in the field of administration sciences to use quantitative methods and ways as analytical tools to specify the dimensions and elements of the different administrative phenomena, in order to explore their future trends so that sound administrative decisions may be made. Students will also study the methods that would enable them to collect, summarize, and analyze data.

Course Major Components:

- Introduction; definitions; key concepts
- Collecting and displaying statistical data
- Calculating some key quantitative measurements
- Tentative key principles and rules
- Assessing the general (linear)trend in times series

- Introduction in record numbers

Tentative Textbooks::

Drs. Omar Khallaq and Ahmed As-Salem. *Statistics in Administration Sciences*.

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Course Description of

Third Level

Courses

Code & Course No.	Title	Hours
MKT ١٢٠٣	Marketing Firms Management	٣
MKT ١٢٠٤	Pricing Management	٢
MKT ١٢٠٦	Marketing Research	٣
MKT ١٢٠٧	Promotion Management	٣
MKT ١٢٠٨	Physical Distribution	٢
MKT ١٢٠٩	Sales Operation Management	٣
MKT ١٢١٠	Consumer Behavior	٢
MKT ١٢١١	Applied Cases in Marketing	٢
Total		٢٠

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Marketing Firms Management

Course Title: Marketing Firms Management

Course Number: MKT ١٢٠٣

Credit Hours: ٣ hours

Course Level: Level Three

Course Objectives:

The course aims to prepare students to grasp the applied aspect of business management in marketing firms. In addition to revising the elements of the management process academically, applied and academic differences between management practice in marketing firms and other establishments, so that students would be able to practice the management process within the environment of marketing firms.

Course Major Components:

- Concept of Management and Management Process
- Functions of Manager and of Firm
- Concept and Types of Marketing Firms
- Differences between Work Environment and Management Practice in Marketing Firm and Other Establishments
- Planning in Marketing Firms
- Organization in Marketing Firms
- Control and Result Assessment in Marketing Firms

- Applied Cases on Marketing Firms

Tentative Textbooks::

- Davies, R. L. Store Location and Store Assessment Research
- Dr. Ass-Sayyed Al Mitwalli Hassan' Lecture Notes, ١٩٩٩

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Pricing Management

Course Title: Pricing Management

Course Number: MKT ١٢٠٤

Credit Hours: ٢ hours

Course Level: Level Three

Course Objectives:

The course aims to make students familiar, both academically and practically, with the pricing function as one of the marketing functions, which would familiarize them with the scientific bases of the pricing process.

Course Major Components:

- Pricing as a Marketing Function
- The Economic Bases of Pricing
- Cost Analysis and Its Relationship with Pricing
- Pricing Strategies and Curricula
- Discount Pricing Process
- Price Changes for Marketing Reasons
- Pricing under Different Circumstances

- Pricing in Industrial, Commercial, and Service Firms
- Applied Cases on Pricing

Tentative Textbooks::

- Dr. Ass-Sayyed Al-Mutwalli Hassan's Lecture Notes, ١٤٢٠ H- ١٩٩٩

Thomas T. Nagle. *Strategy and Tactics of Pricing: A Guide to Profitable Decision Making*. ٢nd Edition, ١٩٩٤

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Marketing Research

Course Title: Marketing Research

Course Number: MKT ١٢٠٦

Credit Hours: ٣ hours

Course Level: Level Three

Course Objectives:

The course aims to enable students to grasp and apply the scientific approach to pursue studies in marketing.

Course Major Components:

- The Concept of Research
- Types of Research
- Types and Sources of Data
- Specifying Research Problem
- Research Proposals
- Methods of Data Collection
- Data Analysis
- Results and Recommendations
- Writing Research Report
- Applications

Tentative Textbooks::

Dr. Naji Mu'alla. *Marketing Research: Analytical Approach*. Dar Waeel, ٢٠٠٢

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Promotion Management

Course Title: Promotion Management

Course Number: MKT ١٢٠٧

Credit Hours: ٣ hours

Course Level: Level Three

Course Objectives:

The course aims to introduce and discuss promotion methods and tools used by contemporary business firms. It also seeks to link promotion efforts of firms with their marketing strategies and to demonstrate their influence on the effectiveness of their marketing programs.

Course Major Components:

- Introduction to Marketing Communications and Promotion Management
- Behavioral Basis of Marketing Communications
- Environmental Factors Affecting Marketing Communication Plan and Framework
- Promotion Activity Management
- Elements of Promotion Combination
- Commercials
- Personal Sales Efforts
- Sales Activation Tools
- Advertising and Publications

- Other Modern Promotion Activities

Tentative Textbooks::

- Ahmed Suleiman. *Lecture Notes on Promotion Management*. College of Administration Sciences.
- Mohieddin Al-Azhari. *Marketing Activity Management: Strategic Entry*. ٢nd Edition. Dar Al-Fikr Al-Arabi, Cairo, ١٩٨٨

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Physical Distribution

Course Title: Physical Distribution

Course Number: MKT ١٢٠٨

Credit Hours: ٢ hours

Course Level: Level Three

Course Objectives:

The course aims to make students familiar with the basic skills and principles required in physical distribution management. Students will be given a comprehensive idea about this and other activities, such as transportation, storing, etc. in an easy and simplified manner.

Course Major Components:

- Physical Distribution: Concepts and Development
- The Importance of Physical distribution
- Physical Distribution Activities
- Transportation
- Storage and Stock Management
- Product Communication
- Purchase Orders Preparation and Follow-up
- New Concepts in Physical Distribution

Tentative Textbooks::

Drs. Thabet Idris and Jamaluddin Al-Mursi. *Marketing Firms*

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Sales Operation Management

Course Title: Sales Operation Management

Course Number: MKT ١٢٠٩

Credit Hours: ٣ hours

Course Level: Level Three

Course Objectives:

The course aims to familiarize students with the basic skills and principles required to manage sales operations. It also aims to give students a comprehensive idea about sales operation management and its different activities and modern approaches in an easy manner, with the emphasis on linking the given information with the latest in this field and the reality in the market.

Course Major Components:

- Sales Activities: Concepts and Development
- Importance of sales Activities
- Sales Management Strategic Planning
- Sales and Market Prediction
- Sales Area Planning and Allocation
- Sales Administrative Organization

- Attracting, Testing, and Appointing Salesmen
- Developing, Training, and educating Salesmen
- Leadership and Supervision in Sales
- Salesmen Control and Assessing their Performance

Tentative Textbooks::

Dr. Mohammed Riyadh Bindakji. *Marketing and Sales Management.*

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Consumer Behavior

Course Title: Consumer Behavior

Course Number: MKT ١٢١٠

Credit Hours: ٢ hours

Course Level: Level Three

Course Objectives:

The course aims to familiarize students with the consumer's important role in the marketing operation by studying the environment which affects the consumer's decisions when dealing with products and various services.

Course Major Components:

- Consumer Behavior: Introduction
- Consumer and the Environment
- Final Consumer and Industrial Buyer
- Stages of Purchase Decision Making
- Consumer's Needs and Motivation
- Education and Consumer Behavior
- Effects of Consumer Approach
- Final Consumer Market and Marketing Combination
- Internet Marketing

- Contemporary Issues

Tentative Textbooks::

- Ahmed Suleiman. *Consumer Behavior*. Institute of Public Administration Publications. Riyadh
- Mohammed Obaidat. *Consumer Behavior*. Dar Waeel. Jordan.

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Applied Cases in Marketing

Course Title: Applied Cases in Marketing

Course Number: MKT ١٢١١

Credit Hours: ٢ hours

Course Level: Level Three

Course Objectives:

The course aims to familiarize students with the scientific method in dealing with and solving the scientific cases , with application on various marketing areas. During the course, he student will also get to know the description of practical cases and the extent of the correlation between practical cases and the various marketing issues, starting with the marketing environment and ending with all elements of of marketing mixture. This would make available the information that is presented in practical cases to be used in the field of decision –taking in firms. This course also aims at providing students with analytical skills and to enable him to use the given data , deal with it and realize its importance. .

Course Major Components:

- A General Introduction in Marketing, the Marketing Environment, and the Marketing Mixture.
- The importance of the method of Scientific cases analysis as a scientific method.
- Nature of the scientific data given in scientific cases.
- Skills of reading scientific cases and data classification.
- Types of given data and the extent of its difference for every industry.

- Data classification and summary preparation.
- Identifying case problem and linking it with the specific marketing issue.
- How to make marketing decisions out of case methods.
- The techniques of practical case writing.

Tentative Textbooks::

- Dr. Tal'at Ass'ad Abdulhameed. *Effective Marketing*. Al-Shuqri, Riyadh, ٢٠٠٢..

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برنامج العلوم الإدارية والإنسانية

Fourth Level

Code & Course No.	Title	Hours
MKT ١٣١٠	Field Training	٢٠
Total		٢٠

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MKT ١٣١٠ Field Training Program

Course Level: Level Four

Program Objectives:

This field training program aims to provide the student with opportunities to apply marketing concepts he learned in the last two years in the college through the courses the student studied so that he would apply theories practically in a marketing environment.

Period of Field Application:

The students joins one of the firms or companies in the local marketing and sales business or any marketing or sales department for one semester, spending twenty hours a week distributed among week days, coordinating with the student's supervisor and with the firm with which the student will work.

Field Training Program:

The student will do marketing field training in a program assigned by the college to get the utmost benefit from the firm's or company's efforts. The program will be according to the table attached below.

Student Assessment during the Program: The college will assign a field supervisor to supervise the execution of the training program and achieve the desired objectives. The Supervisor will act as a link between the student and the firm with which the student will work. The supervisor will administer the student's training and will coordinate with the firms and companies as well prepare the student's assessment.

Time Schedule of Training Program

Week(s)	Topics of student's training
First and second	<ul style="list-style-type: none"> • Contacting firms and companies that will cooperate with the college • Directing the student to the company after coordinating with it • The student provides a brief account of the company in which he will be trained
Third – fourth - fifth	<ul style="list-style-type: none"> • The students is introduced to the basic activity of the Company/ firm, its products and services • The student presents his slides on the first element in the marketing combination (the product or the services the company provides) • The student is introduced to the nature of the performance of the department he is training in.
Sixth – seventh - eighth	<ul style="list-style-type: none"> • The student is introduced to the product and service pricing curricula in the company /firm and the sales areas. • The student presents his slides on the second element of the marketing combination (pricing).
Ninth – tenth – eleventh	<ul style="list-style-type: none"> • The student is introduced to the distribution policies and strategies through sales outlets and sales areas • The student presents his slides on the various methods of product/ service promotion process in the company/ firm

<p>Twelfth – thirteen</p>	<ul style="list-style-type: none"> • The student is introduced to the marketing communications and elements of promotion combination in the company/ firm • The student presents his slides on the various methods of product/ service promotion in the company/ firm.
<p>Fourteenth –fifteenth - sixteenth</p>	<ul style="list-style-type: none"> • The student begins to prepare his final report in which he demonstrates the former topics and his familiarity with it during the past weeks • The student presents his final report after discussing it with the person supervising him in the company • The student presents his supervisor’s assessment of his performance in a sealed envelope (confidential) on the period of time the student spent in the company/ firm according th the form provided to him>