

Course Title:	Selected Topics in Marketing
Course code:	MRKT 499
Pre-required courses:	MRKT 230
Course Level:	Eighth
Credit Hours:	3 hours
Teaching Language:	Arabic
Course Description:	
This course discusses some marketing topics which mentioned in contemporary marketing catalogues. It gives the opportunity to students to evaluate the effects of contemporary developments in marketing idea, as well as to try practical methods in different ways. It is a mixture of lectures, discussions and practical exercises and case studies. The course depends on inviting managers and practitioners in the Saudi business community to provide students with their field experience.	
Course aims:	
<p>At the end of this course students should able to :</p> <ul style="list-style-type: none"> • Recognize the contemporary scientific conceptions which are related to marketing activities. • Practice marketing in several organizations. • Use computer programs in planning, implementing and controlling of marketing activities in accordance with contemporary concepts. • Work in teams to apply contemporary concepts of marketing in different organizations. 	
Course Contents:	
<ul style="list-style-type: none"> • Lateral Marketing. • Green Marketing • Viral Marketing • Marketing for small projects. • Marketing in the Digital world. • Marketing through social networking sites. • Innovative Marketing. • Ethics and marketing. 	