



Academic Standards for Marketing Programs

2025

Version 2.0



Introduction

This document aims to contribute to the establishment of minimum requirements for bachelor's degree programs in Marketing to ensure the academic quality of the programs. It seeks to ensure that graduates are highly qualified, possessing the knowledge, skills, and values required by the labor market, in accordance with national trends and in line with best practices required for the academic and professional pursuit of the specialty.

The Education and Training Evaluation Commission (ETEC), according to its mandate by virtue of the Council of Ministers decision No. 108, dated 14/2/1440 AH, has developed specialized academic standards for Marketing programs. The remit of the Commission includes building systems for evaluating, approving, and accrediting programs in education and training, including institutional and programmatic, encompassing rules, standards, frameworks, and indicators, and building and developing high-quality national academic programs.

Terms

Academic Standards: Established benchmarks for the quality and level of student achievement in an academic program, outlining the expected knowledge, skills, and values upon completion and ensuring consistency, fairness, and credibility in learning and assessment as a foundation for quality assurance in higher education.

Education and Training Evaluation Commission (ETEC): Independent body aimed at evaluating, assessing, and accrediting qualifications in education and training in both public and private sectors, raising the quality and efficiency of those qualifications and ensuring they contribute to the national economy and development.

Essential Knowledge Units (EKUs): Knowledge Units necessary for future learning in a given discipline.

General Knowledge Units (GKUs): Knowledge Units that should be introduced to students majoring in a discipline.

Key Learning Outcomes (KLOs): The minimum required Learning Outcomes in the discipline that students are expected to obtain.

Knowledge Units (KUs): Mandatory multiple related topics that must be included in an institution's degree program.

Learning Outcomes (LOs): Description of what a learner is expected to know, understand, and be able to achieve, which is represented in his/her behavior and ability at the end of a specific educational program.

National Qualifications Framework (NQF): A comprehensive and uniform structure for building, organizing, and categorizing qualifications into levels based on Learning Outcomes.

Saudi Commission for Health Specialties (SCFHS): Saudi Arabian scientific commission that regulates healthcare-related practices and accreditation at all levels in Saudi Arabia.

Specific Knowledge Units (SKUs): Knowledge Units derived from a General Knowledge Unit.

Specific Learning Outcomes (SLOs): Learning Outcomes for a Specific Knowledge Unit.





Goals

The purpose of this work is to develop the minimum Knowledge Units (KUs) in Marketing, specifying a set of Specific Learning Outcomes (SLOs) that students are expected to acquire after completing their studies. This document lays the foundations for the design of the academic program and the study plans and the alignment of the program with the demands of the labor market. This document also lays out the curriculum design, to facilitate selecting the appropriate teaching strategies and methods and tools for evaluation of the students.

Methodology

This document describes the minimum Essential, General, and Specific Knowledge Units (EKUs, GKUs, and SKUs) in Marketing. The Learning Outcomes (LOs) of each KU set the threshold for what the students are expected to learn and be able to achieve after successfully completing that KU. Educational institutions should take into account the depth and breadth of these KUs so that the LOs integrate communication skills and values into the curriculum. Institutions can also offer additional KUs that are consistent with their objectives. It should also be noted that the KU is not necessarily an independent course; one or more courses can cover a single KU. Likewise, one course could also cover one or more KUs entirely or partially.

The methodology consists of the following phases:

1. Survey and benchmarking

- Benchmarking with international learned societies and professional bodies.
- Benchmarking with top-rated international and local universities.
- Identifying national labor market requirements.
- Incorporating input from specialists and experts from different sectoral groups.

2. Preparation of the contents of the specific standards document

- Identifying program Key Learning Outcomes (KLOs).
- Defining the general characteristics of the curriculum.
- Developing the GKUs and SKUs for each GKU.
- Formulating SLOs for each SKU.
- Determining the minimum topics required for each SKU.
- Describing the methodology for aligning academic content with the National Qualifications Framework (NQF).

The KUs are derived from analyzing several high-ranked QS universities and international regulatory bodies and professional associations. The total credit hours outlined in this document account for about 60% of the total credit hours typically required for a Marketing program.

The ETEC has developed this document in cooperation and coordination with different groups in the field of Marketing, such as the Ministry of Finance, the Capital Market Authority, Tadawul, and investment banks.





Scope and Uses

This document is primarily intended to guide the development of curricula for a bachelor's degree in Marketing for public and private higher education institutions in Saudi Arabia. It defines the minimum required knowledge, skills, and values that must be incorporated into program design to ensure graduates meet both academic and professional expectations.

It is also used to support the creation of standardized tests and inform accreditation processes, ensuring consistency and quality across programs.

Key Learning Outcomes

Key Learning Outcomes (KLOs) describe the essential knowledge, skills, and values that graduates of the Marketing undergraduate program will be able to demonstrate once they complete the program. The mapping of the KLOs to the National Qualifications Framework is shown in Appendix A.

On successful completion of a bachelor's degree in Marketing, graduates should be able to:

- KLO 1: Apply key marketing theories, frameworks, and tools to solve marketing problems in the areas of marketing policy, market behavior, consumer behavior, product pricing, and product promotion.
- KLO 2: Analyze information on a firm's external and internal marketing environment to identify appropriate marketing strategies.
- KLO 3: Demonstrate knowledge of core principles and frameworks related to marketing including marketing strategy and management, campaign development and execution, and effective use of coordinated marketing distribution and communications channels.
- KLO 4: Explain how to use customer insights to design, develop, and price new or improved products and services for targeted market segments.
- KLO 5: Apply marketing and analysis tools to develop an effective marketing plan.
- KLO 6: Apply communication, problem-solving, and decision-making skills to work cooperatively on team projects.
- KLO 7: Operate an ethical, analytical, and data-driven approach to continuously improve marketing tools.

Curriculum General Criteria

The analysis of Bachelor of Marketing programs in leading universities shows that all Marketing programs consist of 73 common credit hours that can be classified into the following categories:

1. Essential Knowledge Units (17 credit hours), which include English, Computing, Quantitative Data and Statistics, and Business Communication.
2. General Knowledge Units (core business, 32 credit hours).

Each category consists of different subcategories essential to any typical Marketing program. These subgroups are identified in the next section.





Knowledge Units

The following tables (Tables 1 and 2) provide an overall view of the curriculum distribution of KUs (Essential, General, and Specific) in majors in Marketing programs. The tables also provide general recommendations on the minimum credit hours for each KU. The mapping of the SLOs to the KLOs within the KUs is shown in Appendix B.

Essential Knowledge Units

The EKUs are shown in Table 1. Standardized tests should not include these EKUs.

Table 1: Essential Knowledge Units of a Marketing program.

EKU	Description	Minimum Requirements
1. English	This ECU covers English composition in writing and speaking and fundamentals of oral and written communications. It also includes English language comprehension skills in reading and listening.	3 hours
2. Computing	This unit covers computer applications and supports problem-solving, communication, and information exchange. It uses computer software emphasizing personal and office applications such as the Microsoft Office suite (Word, Excel, PowerPoint, etc.) and internet applications such as cloud services. It may cover the foundations of databases and high-level programming languages (such as Python and C).	3 hours
3. Math and Statistics	This unit covers differential, integral, and multivariable calculus. In addition, it covers finite mathematics such as matrix algebra, linear programming, probability, counting methods, and game theory. It also covers probability, business statistics, hypothesis testing for means and variances, regression, and forecasting models.	8 hours
4. Business Communication	This unit covers various communication elements necessary for the business sector in a global environment. It develops interpersonal, verbal, non-verbal, and listening skills. It also covers efficient communication techniques to clearly guide teams or groups to accomplish stated goals and objectives. Furthermore, it enhances powerful presentation and persuasive business writing skills.	3 hours





General and Specific Knowledge Units

Table 2 shows the GKUs and SKUs for a Marketing program. The credit hours on the table are the minimum requirements for each topic.

Table 2: General and Specific Knowledge Units of a Marketing program.

GKU	Minimum Requirements	SKU	Minimum Requirements
1. Foundations of Economics	12%	1.1. Foundations of economics	12%
2. Fundamentals of Accounting and Finance	18%	2.1. Fundamentals of accounting	12%
		2.2. Fundamentals of finance	6%
3. Business Law, Ethics, and Values	8%	3.1. Business law, ethics, and values	8%
4. Business Management and Operational Strategic Management	17%	4.1. Management and organizations	7%
		4.2. Operations management	5%
		4.3. Strategic management	5%
5. MIS Foundations and Technologies	5%	5.1. MIS foundations and technologies	5%
6. Marketing	40%	6.1. Principles of marketing	5%
		6.2. Integrated marketing communication	5%
		6.3. Consumer behavior	5%
		6.4. Product and brand management	5%
		6.5. Marketing research	5%
		6.6. Digital marketing	5%
		6.7. International marketing	5%
		6.8. Services marketing	5%





Appendix A: Alignment of Key Learning Outcomes of a Marketing Program within the National Qualifications Framework

Table B1 shows how each KLO aligns with specific areas within the National Qualifications Framework (NQF).

Table B1: Alignment of the Key Learning Outcomes for a Marketing program within the NQF.

Marketing Key Learning Outcomes	NQF Learning Areas		
	Knowledge and Understanding	Skills	Values, Autonomy, and Responsibility
1.	✓		
2.		✓	
3.	✓		
4.	✓		
5.		✓	
6.		✓	
7.	✓		





Appendix B: Learning Outcomes and Topics for Knowledge Units

General Knowledge Unit (GKU) 1: Foundations of Economics

Specific Knowledge Unit (SKU) 1.1: Foundations of economics

Description	The unit covers the foundations of microeconomics and macroeconomics. Microeconomics examines the economic interactions of individuals, business firms, and government. Macroeconomics discusses the overall performance of the national and global economy.
Topics	<p>The following topics must be included in this SKU:</p> <ol style="list-style-type: none"> 1. The economic problem. 2. How markets work: demand, supply, and elasticities. 3. Consumer choice. 4. Production theory and the cost structure of firms. 5. Market structure. 6. Economic efficiency, success and failures of markets, and the role of government. 7. Gross domestic product (GDP), unemployment, and inflation. 8. Economic growth. 9. Finance, savings, and investment. 10. The exchange rate and balance of payment. 11. Aggregate demand, aggregate supply, expenditure multipliers, and business cycles. 12. Fiscal and monetary policy.
Specific Learning Outcomes	<p>By completing this SKU, students should be able to:</p> <ol style="list-style-type: none"> 1. Demonstrate an understanding of how markets work and apply the supply and demand model to predict market participants' responses to external events. 2. Explain the maximization of consumer utility under budget constraints and the concepts of opportunity cost, trade-offs, and the gains from trade. 3. Apply the profit maximization problem of firms to analyze the relationships between inputs, production, and costs. 4. Define the relations between gross domestic product (GDP), inflation, and unemployment. 5. Explain the roles of money and monetary policies in the economy. 6. Define and derive aggregate demand and aggregate supply, as well as the macro-economic equilibrium.





The table below maps the Specific Learning Outcomes for the Specific Knowledge Unit to the Key Learning Outcomes.

SLOs	KLOs						
	1	2	3	4	5	6	7
1	✓				✓		
2	✓				✓		
3	✓						
4	✓						
5	✓						
6	✓						





General Knowledge Unit (GKU) 2: Fundamentals of Accounting and Finance

Specific Knowledge Unit (SKU) 2.1: Fundamentals of accounting

Description	<p>This unit covers the essential financial and managerial accounting knowledge for business students. It should enable them to understand the process of accounting recording and preparing financial statements. It also introduces them to concepts of cost and costing systems. This unit also equips students with the basic managerial accounting techniques for decision-making, financial planning, and variance analysis.</p>
Topics	<p>The following topics must be included in this SKU:</p> <ol style="list-style-type: none"> 1. Accounting assumptions, principles, and international financial reporting standards. 2. Accounting equations and double entry systems. 3. Adjustments and trial balance including depreciation. 4. Accounting for merchandising operations. 5. Financial statements for service and merchandise organizations. 6. Cost concepts, structure, and behavior. 7. Costing systems (job orders and process costing). 8. Basic cost-volume-profit (CVP) analysis (single product). 9. Incremental analysis (special-order, make-or-buy, sell or process further, and replacing assets). 10. Basics of financial planning (master budgeting) and variance analysis (flexible budgeting).
Specific Learning Outcomes	<p>By completing this SKU, students should be able to:</p> <ol style="list-style-type: none"> 1. Record economic transactions and events according to accounting assumptions, principles, and international financial reporting standards. 2. Record adjusting entries and prepare adjusted trial balance and financial statements for service and merchandise organizations. 3. Record purchases and revenue under a periodic inventory system. 4. Record and calculate costs using job order and process costing systems. 5. Differentiate between variable and fixed costs and analyze mixed costs using the high-low method. 6. Apply CVP and differential analysis to make appropriate decisions in simple contexts. 7. Prepare operation and flexible budgets for manufacturing organizations and analyze activity and management variances for manufacturing organizations.





The table below maps the Specific Learning Outcomes for the Specific Knowledge Unit to the Key Learning Outcomes.

SLOs	KLOs						
	1	2	3	4	5	6	7
1			✓				
2			✓				
3			✓				
4	✓						
5	✓					✓	
6	✓					✓	
7	✓					✓	





Specific Knowledge Unit (SKU) 2.2: Fundamentals of finance

Description	<p>This unit introduces undergraduate business students to the foundational principles of financial management. Students will develop a broad understanding about the finance functions within an organization. They will also cover both essential theoretical and practical financial aspects for decision-making in business. The unit focuses on key areas such as the role of financial managers, the structure of financial markets, and the analysis of financial statements. The students will also learn critical concepts such as the time value of money, interest rates, valuation of bonds and stocks, and risk and return. This unit further explores the cost of capital and capital budgeting techniques, equipping students with the essential tools to make informed financial decisions that impact business operations and growth.</p>																																																													
Topics	<p>The following topics must be included in this SKU:</p> <ol style="list-style-type: none"> 1. The role of managerial finance. 2. The financial market and financial institutions. 3. Financial statements and financial ratio analysis. 4. Time value of money. 5. Interest rates. 6. Bond and stock valuation. 7. Risk and return. 8. Cost of capital. 9. Capital budgeting techniques. 																																																													
Specific Learning Outcomes	<p>By completing this SKU, students should be able to:</p> <ol style="list-style-type: none"> 1. Identify and describe the role of managerial finance and how financial managers influence key business decisions. 2. Recognize and explain the structure and functions of financial markets and institutions, and their impact on businesses and the economy. 3. Apply and analyze techniques such as the time value of money and financial statement analysis using ratio analysis to make informed financial decisions and assess business performance. 4. Evaluate the risk-return trade-off and its implications in financial decision-making. 5. Calculate the cost of capital and apply its importance in making long-term financial decisions using capital budgeting techniques. <p>The table below maps the Specific Learning Outcomes for the Specific Knowledge Unit to the Key Learning Outcomes.</p> <table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr style="background-color: #4a4a8a; color: white;"> <th rowspan="2">SLOs</th> <th colspan="7">KLOs</th> </tr> <tr style="background-color: #4a4a8a; color: white;"> <th>1</th> <th>2</th> <th>3</th> <th>4</th> <th>5</th> <th>6</th> <th>7</th> </tr> </thead> <tbody> <tr> <td style="background-color: #4a4a8a; color: white;">1</td> <td></td> <td></td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td style="background-color: #4a4a8a; color: white;">2</td> <td></td> <td></td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td style="background-color: #4a4a8a; color: white;">3</td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> <td>✓</td> <td></td> </tr> <tr> <td style="background-color: #4a4a8a; color: white;">4</td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> <td>✓</td> <td></td> </tr> <tr> <td style="background-color: #4a4a8a; color: white;">5</td> <td></td> <td></td> <td>✓</td> <td></td> <td></td> <td>✓</td> <td></td> </tr> </tbody> </table>							SLOs	KLOs							1	2	3	4	5	6	7	1			✓					2			✓					3	✓					✓		4	✓					✓		5			✓			✓	
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General Knowledge Unit (GKU) 3: Business Law, Ethics, and Values

Specific Knowledge Unit (SKU) 3.1: Business law, ethics, and values

Description	<p>This unit introduces students to the foundational principles of business law within Saudi Arabia's legal framework. Topics include commercial law, employment law, tort law, product liability, and intellectual property. Additionally, it explores ethical decision-making, focusing on the triple bottom line (people, profit, and the planet) and providing students with frameworks to assess ethical implications on business and society. The unit aims to equip students with the knowledge and tools to foster ethical work values and adhere to legal and moral principles.</p>																																																							
Topics	<p>The following topics must be included in this SKU:</p> <ol style="list-style-type: none"> 1. The nature and components of the legal environment of business in the Kingdom of Saudi Arabia. 2. Employment laws, securities laws, e-commerce laws, bankruptcy laws, contracts, and agency. 3. Laws and regulations of the international business environment. 4. Definitions of business ethics, different approaches to ethics, and their importance to today's organizations. 5. The triple bottom line approach (people, profit, and the planet). 6. Work values (e.g., integrity, anti-corruption, inclusion, fairness, and equity) and their importance in organizational settings. 																																																							
Specific Learning Outcomes	<p>By completing this SKU, students should be able to:</p> <ol style="list-style-type: none"> 1. Demonstrate an understanding of the legal environment of business in Saudi Arabia. 2. Explain business ethics and their importance in organizational settings. 3. Apply basic legal knowledge to business transactions, including production, marketing, selling, and e-commerce regulations in the Saudi markets and the producer's responsibility to the consumers. 4. Use sound reasoning to assess the ethicality of business decisions, policies, and practices and recommend ethical alternatives (if needed). 5. Demonstrate the importance of work values in organizations. <p>The table below maps the Specific Learning Outcomes for the Specific Knowledge Unit to the Key Learning Outcomes.</p> <table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr style="background-color: #4a4a8a; color: white;"> <th rowspan="2">SLOs</th> <th colspan="7">KLOs</th> </tr> <tr style="background-color: #4a4a8a; color: white;"> <th>1</th> <th>2</th> <th>3</th> <th>4</th> <th>5</th> <th>6</th> <th>7</th> </tr> </thead> <tbody> <tr> <td style="background-color: #4a4a8a; color: white;">1</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>✓</td> </tr> <tr> <td style="background-color: #4a4a8a; color: white;">2</td> <td></td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> <td>✓</td> </tr> <tr> <td style="background-color: #4a4a8a; color: white;">3</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>✓</td> </tr> <tr> <td style="background-color: #4a4a8a; color: white;">4</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>✓</td> </tr> <tr> <td style="background-color: #4a4a8a; color: white;">5</td> <td></td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> <td>✓</td> </tr> </tbody> </table>	SLOs	KLOs							1	2	3	4	5	6	7	1							✓	2		✓					✓	3							✓	4							✓	5		✓					✓
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General Knowledge Unit (GKU) 4: Business Management and Operations

Specific Knowledge Unit (SKU) 4.1: Management and organizations

Description	This unit explores core management functions (planning, organizing, leading, and controlling) and key management topics such as decision-making, organizational structures, and cultures, and how these elements influence organizational processes and outcomes. It adopts a holistic approach to conceptually tie in management and people by drawing on organizational behavior concepts and human resources theory to show how individuals, groups, and organizations inter-relate to help achieve organizational goals.																																																													
Topics	<p>The following topics must be included in this SKU:</p> <ol style="list-style-type: none"> 1. Concepts, evolution, and functions of management. 2. Organizational behavior at the individual, group, and organizational levels. 3. Roles and functions of human resources management. 																																																													
Specific Learning Outcomes	<p>By completing this SKU, students should be able to:</p> <ol style="list-style-type: none"> 1. Demonstrate understanding of the four core management functions of planning, organizing, leading and controlling and their impact on business performance. 2. Demonstrate an understanding of key functions of human resources management and their effect on business performance. 3. Explain factors that influence individual, group, and organizational behavior and how they impact organizational performance. 4. Recognize how different business functions of today's organizations such as marketing, finance, procurement, and IT integrate to generate value for organizational stakeholders. 5. Apply rational decision-making skills in analyzing and solving business problems. <p>The table below maps the Specific Learning Outcomes for the Specific Knowledge Unit to the Key Learning Outcomes.</p> <table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr> <th rowspan="2" style="background-color: #4a4a8a; color: white;">SLOs</th> <th colspan="7" style="background-color: #4a4a8a; color: white;">KLOs</th> </tr> <tr> <th style="background-color: #4a4a8a; color: white;">1</th> <th style="background-color: #4a4a8a; color: white;">2</th> <th style="background-color: #4a4a8a; color: white;">3</th> <th style="background-color: #4a4a8a; color: white;">4</th> <th style="background-color: #4a4a8a; color: white;">5</th> <th style="background-color: #4a4a8a; color: white;">6</th> <th style="background-color: #4a4a8a; color: white;">7</th> </tr> </thead> <tbody> <tr> <td style="background-color: #4a4a8a; color: white;">1</td> <td>✓</td> <td></td> <td></td> <td></td> <td>✓</td> <td></td> <td></td> </tr> <tr> <td style="background-color: #4a4a8a; color: white;">2</td> <td></td> <td></td> <td></td> <td>✓</td> <td>✓</td> <td></td> <td></td> </tr> <tr> <td style="background-color: #4a4a8a; color: white;">3</td> <td></td> <td>✓</td> <td>✓</td> <td></td> <td>✓</td> <td>✓</td> <td></td> </tr> <tr> <td style="background-color: #4a4a8a; color: white;">4</td> <td></td> <td></td> <td></td> <td></td> <td>✓</td> <td></td> <td></td> </tr> <tr> <td style="background-color: #4a4a8a; color: white;">5</td> <td></td> <td></td> <td></td> <td></td> <td>✓</td> <td></td> <td>✓</td> </tr> </tbody> </table>							SLOs	KLOs							1	2	3	4	5	6	7	1	✓				✓			2				✓	✓			3		✓	✓		✓	✓		4					✓			5					✓		✓
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Specific Knowledge Unit (SKU) 4.2: Operations management

Description	<p>In this unit, students learn the efficient utilization of inputs (human, capital, and material) into a transformation process that produces an outcome of goods or services of greater value. Additionally, this unit deals with strategic issues (design of flexible supply), planning issues (capacity management and forecasting), and operational issues (inventory management and information), with the objective of creating competitive advantage for the enterprise. Emphasis is on managerial processes for effective operations in both goods-producing and service-rendering organizations.</p>																																																																					
Topics	<p>The following topics must be included in this SKU:</p> <ol style="list-style-type: none"> 1. The foundation of operations management. 2. Total quality management. 3. Product and service design. 4. Capacity and facility design. 5. Supply chain management. 6. Forecasting demand. 7. Inventory management. 8. Retailing. 9. Lean operations. 10. Project management. 																																																																					
Specific Learning Outcomes	<p>By completing this SKU, students should be able to:</p> <ol style="list-style-type: none"> 1. Interpret the importance of the operations function and its impact on business performance in production and service organizations. 2. Demonstrate the various production and operations design decisions and how they relate to the overall strategies of organizations. 3. Obtain an understanding of quality management practice in organizations and how total quality management and six sigma methodology facilitate organizational effectiveness. 4. Demonstrate the roles of inventories and the basics of managing inventories in various demand settings. 5. Identify problems and recognize opportunities for improving the efficiency and effectiveness of processes in organizations. 6. Structure and solve problems in manufacturing and service industries using the tools and techniques commonly found in operations management. <p>The table below maps the Specific Learning Outcomes for the Specific Knowledge Unit to the Key Learning Outcomes.</p> <table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr style="background-color: #4a4a8a; color: white;"> <th rowspan="2">SLOs</th> <th colspan="7">KLOs</th> </tr> <tr style="background-color: #4a4a8a; color: white;"> <th>1</th> <th>2</th> <th>3</th> <th>4</th> <th>5</th> <th>6</th> <th>7</th> </tr> </thead> <tbody> <tr> <td style="background-color: #4a4a8a; color: white;">1</td> <td></td> <td></td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td style="background-color: #4a4a8a; color: white;">2</td> <td>✓</td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td style="background-color: #4a4a8a; color: white;">3</td> <td></td> <td></td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td style="background-color: #4a4a8a; color: white;">4</td> <td></td> <td></td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td style="background-color: #4a4a8a; color: white;">5</td> <td>✓</td> <td></td> <td>✓</td> <td></td> <td></td> <td>✓</td> <td></td> </tr> <tr> <td style="background-color: #4a4a8a; color: white;">6</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>✓</td> <td></td> </tr> </tbody> </table>							SLOs	KLOs							1	2	3	4	5	6	7	1			✓					2	✓	✓						3			✓					4			✓					5	✓		✓			✓		6						✓	
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Specific Knowledge Unit (SKU) 4.3: Strategic management

Description	The unit examines the theoretical, conceptual framework of strategic management. It illustrates the processes of strategy formulation and implementation. The unit topics include the international business environment and environmental scanning. It also explains the techniques and processes of performance management and strategy control.																																																													
Topics	<p>The following topics must be included in this SKU:</p> <ol style="list-style-type: none"> 1. Strategy concepts and theories. 2. Analysis of the external environment. 3. Stakeholder analysis. 4. Strategy analysis tools for external environment analysis, firm analysis, stakeholder analysis, and SWOT (strengths, weaknesses, opportunities, and threats) analysis. 5. Business portfolio selections. 6. Strategy implementation. 7. Strategy control. 8. Strategic performance management. 																																																													
Specific Learning Outcomes	<p>By completing this SKU, students should be able to:</p> <ol style="list-style-type: none"> 1. Explain strategic management functions, concepts, and processes. 2. Apply different strategy analysis tools to analyze businesses. 3. Develop a business strategy plan. 4. Apply strategic measurement techniques to measure the performance of an organization. 5. Apply strategic evaluation techniques (Porter's five forces model, PESTEL, benchmarking, etc.) and control techniques (KPIs, six sigma, balanced scorecards, etc.) to enhance organizational performance. <p>The table below maps the Specific Learning Outcomes for the Specific Knowledge Unit to the Key Learning Outcomes.</p> <table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr style="background-color: #4a4a8a; color: white;"> <th rowspan="2">SLOs</th> <th colspan="7">KLOs</th> </tr> <tr style="background-color: #4a4a8a; color: white;"> <th>1</th> <th>2</th> <th>3</th> <th>4</th> <th>5</th> <th>6</th> <th>7</th> </tr> </thead> <tbody> <tr> <td style="background-color: #4a4a8a; color: white;">1</td> <td></td> <td></td> <td>✓</td> <td></td> <td></td> <td>✓</td> <td></td> </tr> <tr> <td style="background-color: #4a4a8a; color: white;">2</td> <td></td> <td></td> <td>✓</td> <td></td> <td></td> <td>✓</td> <td></td> </tr> <tr> <td style="background-color: #4a4a8a; color: white;">3</td> <td></td> <td></td> <td>✓</td> <td></td> <td></td> <td>✓</td> <td></td> </tr> <tr> <td style="background-color: #4a4a8a; color: white;">4</td> <td></td> <td></td> <td>✓</td> <td></td> <td></td> <td>✓</td> <td></td> </tr> <tr> <td style="background-color: #4a4a8a; color: white;">5</td> <td></td> <td></td> <td>✓</td> <td></td> <td></td> <td>✓</td> <td>✓</td> </tr> </tbody> </table>							SLOs	KLOs							1	2	3	4	5	6	7	1			✓			✓		2			✓			✓		3			✓			✓		4			✓			✓		5			✓			✓	✓
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General Knowledge Unit (GKU) 5: Management Information Systems

Specific Knowledge Unit (SKU) 5.1: Management information systems

Description	<p>This unit covers the fundamental concepts of information systems (IS) (including hardware, software, and information acquisition) and the support that it provides for transactional, decisional, and collaborative business processes. It includes the collection, processing, storage, distribution, and value of information. It enhances students' ability to make recommendations regarding IS that support individuals, management, customers, and suppliers. It also covers several technologies and their applications in programming languages (such as Python and web technologies), databases (queries and reports, data acquisition, cleaning, etc.), and technology trends (such as artificial intelligence [AI], machine learning [ML], big data, Internet of Things [IoT], etc.).</p>
Topics	<p>The following topics must be included in this SKU:</p> <ol style="list-style-type: none"> 1. Concepts and definitions of management information systems (MIS). 2. Information systems pillars: software, hardware, and networks. 3. Business application areas: spreadsheet applications, accounting information systems, etc. 4. Technology infrastructure: hardware and system software. 5. Internet technologies. 6. Business systems development methodologies, databases, and enterprise resources planning (ERP). 7. E-business, e-government, and e-commerce. 8. The role of IS in business strategy and strategic information systems. 9. Databases. 10. Business intelligence and data analysis. 11. Enterprise and business applications. 12. Emerging and trending technologies (AI, ML, deep learning [DL], cloud computing, mobility, virtual reality [VR], augmented reality [AR], cybersecurity, etc.).
Specific Learning Outcomes	<p>By completing this SKU, students should be able to:</p> <ol style="list-style-type: none"> 1. Explain the role and functions of information systems in organizations, including the role of the database in information systems and electronic business. 2. Describe and apply emerging and trending technologies (such as AI, ML, DL, cloud computing, mobility, VR, and AR), and discuss how these technologies may affect the business environment. 3. Demonstrate understanding of the roles and components of e-business, e-commerce, and e-government in organizations. 4. Describe the main concepts of business intelligence, including data processing, collection, and visualization, and show how it plays a significant role in the business context, especially in the decision-making process. 5. Develop a database for small businesses.





The table below maps the Specific Learning Outcomes for the Specific Knowledge Unit to the Key Learning Outcomes.

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General Knowledge Unit (GKU) 6: Marketing

Specific Knowledge Unit (SKU) 6.1: Principles of marketing

Description	<p>This unit introduces students to the concepts, analyses, and activities that comprise marketing and provides practice in assessing and solving marketing problems related to all types of offerings (goods, services, and experiences). Topics include marketing strategy, customer behavior, segmentation, customer lifetime value, branding, market research, product lifecycle strategies, channels, pricing, promotion, and marketing ethics. The unit should also serve as a foundation for advanced electives in Marketing as well as other business and social disciplines.</p>																																																													
Topics	<p>The following topics must be included in the SKU:</p> <ol style="list-style-type: none"> 1. Marketing concepts and marketing orientation. 2. Segmentation, targeting, and positioning. 3. Consumer behavior. 4. Organizational buyer behavior. 5. The marketing mix. 6. Product lifecycle, development, and branding. 7. Service marketing. 8. Distribution (basic channels and supply chain issues). 9. Marketing research. 10. Marketing ethics and social responsibility. 11. Global marketing. 																																																													
Specific Learning Outcomes	<p>By completing this SKU, students should be able to:</p> <ol style="list-style-type: none"> 1. Explain the importance of marketing in value creation. 2. Analyze the marketing environment to identify challenges and opportunities. 3. Define the components of the marketing mix and apply the components in making marketing decisions. 4. Explain the buying process and the influencing factors related to individual consumers and organizations. 5. Design basic market segments, targets, and product positioning according to marketing strategies. <p>The table below maps the Specific Learning Outcomes for the Specific Knowledge Unit to the Key Learning Outcomes.</p> <table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr style="background-color: #4a4a8a; color: white;"> <th rowspan="2">SLOs</th> <th colspan="7">KLOs</th> </tr> <tr style="background-color: #4a4a8a; color: white;"> <th>1</th> <th>2</th> <th>3</th> <th>4</th> <th>5</th> <th>6</th> <th>7</th> </tr> </thead> <tbody> <tr> <td style="background-color: #4a4a8a; color: white;">1</td> <td>✓</td> <td></td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td style="background-color: #4a4a8a; color: white;">2</td> <td></td> <td>✓</td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td style="background-color: #4a4a8a; color: white;">3</td> <td>✓</td> <td></td> <td>✓</td> <td></td> <td>✓</td> <td></td> <td></td> </tr> <tr> <td style="background-color: #4a4a8a; color: white;">4</td> <td>✓</td> <td></td> <td>✓</td> <td>✓</td> <td></td> <td></td> <td></td> </tr> <tr> <td style="background-color: #4a4a8a; color: white;">5</td> <td></td> <td></td> <td>✓</td> <td></td> <td>✓</td> <td></td> <td></td> </tr> </tbody> </table>							SLOs	KLOs							1	2	3	4	5	6	7	1	✓		✓					2		✓	✓					3	✓		✓		✓			4	✓		✓	✓				5			✓		✓		
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Specific Knowledge Unit (SKU) 6.2: Integrated marketing communication

Description	<p>This unit aims to provide an overview of the marketing communication process basics including key integrated marketing communication (IMC) concepts, terminology, decision-making areas, and trends. An important objective of this unit is to further the understanding and appreciation of the basic communication and management tools used in planning and implementing an integrated marketing communications strategy.</p>																																																														
Topics	<p>The following topics must be included in this SKU:</p> <ol style="list-style-type: none"> 1. The concept of integrated marketing communication. 2. Marketing communication strategy. 3. Communication mix (advertising, direct marketing and digital marketing, public relations, personal selling, and sales promotion). 4. Sponsorship and relationship marketing. 5. Marketing communication ethics. 6. Developing the IMC plan. 																																																														
Specific Learning Outcomes	<p>By completing this SKU, students should be able to:</p> <ol style="list-style-type: none"> 1. Demonstrate an understanding of concepts, principles, and terminology of IMC. 2. Evaluate the ethical impact of marketing communications decisions. 3. Design and create effective integrated marketing communication programs and campaigns. 4. Evaluate a real-life marketing situation involving communication strategy, channel choice, and creative content. 5. Communicate effectively and confidently in both individual and group settings. <p>The table below maps the Specific Learning Outcomes for the Specific Knowledge Unit to the Key Learning Outcomes.</p> <table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr style="background-color: #4a4a8a; color: white;"> <th rowspan="2">SLOs</th> <th colspan="7">KLOs</th> </tr> <tr style="background-color: #4a4a8a; color: white;"> <th>1</th> <th>2</th> <th>3</th> <th>4</th> <th>5</th> <th>6</th> <th>7</th> </tr> </thead> <tbody> <tr> <td style="background-color: #4a4a8a; color: white;">1</td> <td></td> <td></td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td style="background-color: #4a4a8a; color: white;">2</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>✓</td> </tr> <tr> <td style="background-color: #4a4a8a; color: white;">3</td> <td></td> <td></td> <td>✓</td> <td></td> <td>✓</td> <td></td> <td></td> </tr> <tr> <td style="background-color: #4a4a8a; color: white;">4</td> <td>✓</td> <td></td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td style="background-color: #4a4a8a; color: white;">5</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>✓</td> <td></td> </tr> </tbody> </table>								SLOs	KLOs							1	2	3	4	5	6	7	1			✓					2							✓	3			✓		✓			4	✓		✓					5						✓	
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Specific Knowledge Unit (SKU) 6.3: Consumer behavior

Description	<p>This unit provides an overview of fundamental consumer behavior concepts and the inter-related dynamics between consumer behavior and marketing strategies. This unit also provides an understanding of consumer needs and wants, the process by which they are satisfied, and the environment in which the behavior occurs. It also examines the influences affecting purchasing behavior of individuals as consumers.</p>																																																													
Topics	<p>The following topics must be included in this SKU:</p> <ol style="list-style-type: none"> 1. The concept of consumer behavior. 2. Consumer decision process. 3. Personality, lifestyles, and values. 4. Motivation and effect. 5. Perception, learning, memory, motivation, emotions, and attitudes. 6. Cultural and group influences. 7. Market segmentation. 8. Product positioning. 9. Marketing ethics. 																																																													
Specific Learning Outcomes	<p>By completing this SKU, students should be able to:</p> <ol style="list-style-type: none"> 1. Describe basic concepts related to consumer behavior. 2. Discuss the importance of psychological and social aspects and communication in the behavior of consumers. 3. Analyze the consumers' characteristics to best fit with the marketing strategy. 4. Assess the factors influencing consumer behavior and their effect on buying decisions. 5. Apply consumer behavior concepts to make appropriate marketing decisions. <p>The table below maps the Specific Learning Outcomes for the Specific Knowledge Unit to the Key Learning Outcomes.</p> <table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr style="background-color: #4a4a8a; color: white;"> <th rowspan="2">SLOs</th> <th colspan="7">KLOs</th> </tr> <tr style="background-color: #4a4a8a; color: white;"> <th>1</th> <th>2</th> <th>3</th> <th>4</th> <th>5</th> <th>6</th> <th>7</th> </tr> </thead> <tbody> <tr> <td style="background-color: #4a4a8a; color: white;">1</td> <td>✓</td> <td></td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td style="background-color: #4a4a8a; color: white;">2</td> <td>✓</td> <td></td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td style="background-color: #4a4a8a; color: white;">3</td> <td></td> <td></td> <td>✓</td> <td>✓</td> <td></td> <td></td> <td></td> </tr> <tr> <td style="background-color: #4a4a8a; color: white;">4</td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td style="background-color: #4a4a8a; color: white;">5</td> <td></td> <td></td> <td></td> <td>✓</td> <td></td> <td></td> <td></td> </tr> </tbody> </table>							SLOs	KLOs							1	2	3	4	5	6	7	1	✓		✓					2	✓		✓					3			✓	✓				4	✓							5				✓			
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Specific Knowledge Unit (SKU) 6.4: Product and brand management

Description	This unit introduces students to the theories and concepts of products/services and brands and the implications of this for marketing managers. This unit also illustrates how companies introduce and manage product portfolios and individual brands so as to meet the needs of consumers and the strategic goals of the organization.																																																																					
Topics	<p>The following topics must be included in this SKU:</p> <ol style="list-style-type: none"> 1. The concept of branding. 2. Brand equity. 3. Brand positioning. 4. Branding strategy. 5. Brand audit. 6. Managing a brand. 7. New product strategy. 8. Opportunity identification, concept generation, development, and launch. 																																																																					
Specific Learning Outcomes	<p>By completing this SKU, students should be able to:</p> <ol style="list-style-type: none"> 1. Explain the key components of a brand's identity and how these components work together in creating a brand. 2. Apply concepts and frameworks of branding principles to improve marketing performance. 3. Design brand strategy to best position a brand. 4. Demonstrate the key concepts and theories in product portfolio management. 5. Explain the new product development process. 6. Develop the ability to think critically about adjusting brand and product strategies over time to maximize long-term brand profitability. <p>The table below maps the Specific Learning Outcomes for the Specific Knowledge Unit to the Key Learning Outcomes.</p> <table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr style="background-color: #4a4a8a; color: white;"> <th rowspan="2">SLOs</th> <th colspan="7">KLOs</th> </tr> <tr style="background-color: #4a4a8a; color: white;"> <th>1</th> <th>2</th> <th>3</th> <th>4</th> <th>5</th> <th>6</th> <th>7</th> </tr> </thead> <tbody> <tr> <td style="background-color: #4a4a8a; color: white;">1</td> <td>✓</td> <td></td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td style="background-color: #4a4a8a; color: white;">2</td> <td>✓</td> <td></td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td style="background-color: #4a4a8a; color: white;">3</td> <td></td> <td></td> <td>✓</td> <td></td> <td></td> <td></td> <td>✓</td> </tr> <tr> <td style="background-color: #4a4a8a; color: white;">4</td> <td>✓</td> <td></td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> <td></td> </tr> <tr> <td style="background-color: #4a4a8a; color: white;">5</td> <td></td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> <td>✓</td> </tr> <tr> <td style="background-color: #4a4a8a; color: white;">6</td> <td>✓</td> <td></td> <td>✓</td> <td>✓</td> <td></td> <td></td> <td>✓</td> </tr> </tbody> </table>							SLOs	KLOs							1	2	3	4	5	6	7	1	✓		✓					2	✓		✓					3			✓				✓	4	✓		✓	✓	✓			5		✓	✓	✓	✓		✓	6	✓		✓	✓			✓
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Specific Knowledge Unit (SKU) 6.5: Marketing research

Description	<p>This unit provides an overview of the marketing research process and how it can be used to help businesses make effective marketing decisions. Students will learn how to apply methodological tools to solve real-life business problems. This includes basic techniques of research in marketing: problem definition, research design, questionnaire construction, sampling, data collection, data analysis, and result presentation.</p>																																																													
Topics	<p>The following topics must be included in this SKU:</p> <ol style="list-style-type: none"> 1. Defining marketing research. 2. Marketing research problem and approach. 3. Marketing research design. 4. Marketing research methodology. 5. Sampling. 6. Measurement and scaling. 7. Instrument design. 8. Data analysis and statistical approach. 																																																													
Specific Learning Outcomes	<p>By completing this SKU, students should be able to:</p> <ol style="list-style-type: none"> 1. Identify the marketing research components. 2. Identify management decision problems and marketing research problems. 3. Design and conduct market research studies and make appropriate recommendations. 4. Utilize statistical packages such as Excel and SPSS in marketing analysis. 5. Explain the research problem and results to decision-makers. <p>The table below maps the Specific Learning Outcomes for the Specific Knowledge Unit to the Key Learning Outcomes.</p> <table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr> <th rowspan="2" style="background-color: #4a4a8a; color: white;">SLOs</th> <th colspan="7" style="background-color: #4a4a8a; color: white;">KLOs</th> </tr> <tr> <th style="background-color: #4a4a8a; color: white;">1</th> <th style="background-color: #4a4a8a; color: white;">2</th> <th style="background-color: #4a4a8a; color: white;">3</th> <th style="background-color: #4a4a8a; color: white;">4</th> <th style="background-color: #4a4a8a; color: white;">5</th> <th style="background-color: #4a4a8a; color: white;">6</th> <th style="background-color: #4a4a8a; color: white;">7</th> </tr> </thead> <tbody> <tr> <td style="background-color: #4a4a8a; color: white;">1</td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td style="background-color: #4a4a8a; color: white;">2</td> <td>✓</td> <td>✓</td> <td></td> <td></td> <td></td> <td>✓</td> <td></td> </tr> <tr> <td style="background-color: #4a4a8a; color: white;">3</td> <td>✓</td> <td>✓</td> <td></td> <td>✓</td> <td></td> <td>✓</td> <td></td> </tr> <tr> <td style="background-color: #4a4a8a; color: white;">4</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>✓</td> </tr> <tr> <td style="background-color: #4a4a8a; color: white;">5</td> <td></td> <td>✓</td> <td></td> <td></td> <td></td> <td>✓</td> <td></td> </tr> </tbody> </table>							SLOs	KLOs							1	2	3	4	5	6	7	1	✓							2	✓	✓				✓		3	✓	✓		✓		✓		4							✓	5		✓				✓	
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Specific Knowledge Unit (SKU) 6.6: Digital marketing

Description	This unit introduces students to digital marketing and to the ways marketers have adapted their strategies in this dynamic digital world. The unit will familiarize students with the strategic aspects of digital customer experience, usability, analytics, digital content monetization, communication, and online customer acquisition.																																																													
Topics	<p>The following topics must be included in this SKU:</p> <ol style="list-style-type: none"> 1. The concept of digital marketing. 2. The digital marketing mix. 3. Digital marketing strategy. 4. Digital media. 5. Digital customer experience (UX). 6. Search engine optimization. 7. Social media marketing. 8. Content marketing. 9. Digital marketing analytics. 																																																													
Specific Learning Outcomes	<p>By completing this SKU, students should be able to:</p> <ol style="list-style-type: none"> 1. Recognize the role of the digital media landscape, platforms, tools, and technologies in today marketing. 2. Identify digital marketing channels and understand how to evaluate their performance using various ecommerce metrics. 3. Explain how to interpret digital analytics data and how to identify key takeaways to make actionable business decisions. 4. Exploit digital business opportunities to solve real-world business problems. 5. Create a digital marketing plan and explain how it is different from a traditional one. <p>The table below maps the Specific Learning Outcomes for the Specific Knowledge Unit to the Key Learning Outcomes.</p> <table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr style="background-color: #4a4a8a; color: white;"> <th rowspan="2">SLOs</th> <th colspan="7">KLOs</th> </tr> <tr style="background-color: #4a4a8a; color: white;"> <th>1</th> <th>2</th> <th>3</th> <th>4</th> <th>5</th> <th>6</th> <th>7</th> </tr> </thead> <tbody> <tr> <td style="background-color: #4a4a8a; color: white;">1</td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td style="background-color: #4a4a8a; color: white;">2</td> <td></td> <td></td> <td>✓</td> <td></td> <td></td> <td></td> <td>✓</td> </tr> <tr> <td style="background-color: #4a4a8a; color: white;">3</td> <td></td> <td></td> <td>✓</td> <td></td> <td></td> <td>✓</td> <td>✓</td> </tr> <tr> <td style="background-color: #4a4a8a; color: white;">4</td> <td>✓</td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td style="background-color: #4a4a8a; color: white;">5</td> <td></td> <td></td> <td></td> <td></td> <td>✓</td> <td>✓</td> <td></td> </tr> </tbody> </table>							SLOs	KLOs							1	2	3	4	5	6	7	1	✓							2			✓				✓	3			✓			✓	✓	4	✓	✓						5					✓	✓	
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Specific Knowledge Unit (SKU) 6.7: International marketing

Description	<p>This unit aims to explore all aspects of the international marketing environment and the identification of opportunities and threats emerging from diverse cultural, economic, demographic, political/legal, and competitive environments. Students will learn to examine how companies enter international markets and their choices in standardizing or adapting the marketing mix. Finally, this unit provides students with skills in formulating a marketing plan for foreign market entry and conducting business in a foreign country.</p>																																																							
Topics	<p>The following topics must be included in this SKU:</p> <ol style="list-style-type: none"> 1. Introduction to international marketing. 2. The cultural, political, economic, and legal international environment. 3. International marketing research. 4. Global entry strategy. 5. Product international strategy. 6. Pricing international strategy. 7. Distribution international strategy. 8. Integrated marketing international strategy. 																																																							
Specific Learning Outcomes	<p>By completing this SKU, students should be able to:</p> <ol style="list-style-type: none"> 1. Apply the key terms, definitions, and concepts used in marketing with an international perspective in international markets. 2. Evaluate different cultural, political, and legal environments influencing international trade. 3. Explain the impact of international influences on products and services for consumers/businesses and whether to standardize or adapt products. 4. Adapt the marketing mix to the specific needs of destination countries. 5. Design a marketing plan for entering an international market. <p>The table below maps the Specific Learning Outcomes for the Specific Knowledge Unit to the Key Learning Outcomes.</p> <table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr style="background-color: #4a4a8a; color: white;"> <th rowspan="2">SLOs</th> <th colspan="7">KLOs</th> </tr> <tr style="background-color: #4a4a8a; color: white;"> <th>1</th> <th>2</th> <th>3</th> <th>4</th> <th>5</th> <th>6</th> <th>7</th> </tr> </thead> <tbody> <tr> <td style="background-color: #4a4a8a; color: white;">1</td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td style="background-color: #4a4a8a; color: white;">2</td> <td></td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td style="background-color: #4a4a8a; color: white;">3</td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td style="background-color: #4a4a8a; color: white;">4</td> <td></td> <td></td> <td>✓</td> <td>✓</td> <td></td> <td></td> <td></td> </tr> <tr> <td style="background-color: #4a4a8a; color: white;">5</td> <td></td> <td></td> <td></td> <td></td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> </tbody> </table>	SLOs	KLOs							1	2	3	4	5	6	7	1	✓							2		✓						3	✓	✓	✓					4			✓	✓				5					✓	✓	✓
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Specific Knowledge Unit (SKU) 6.8: Services marketing

Description	This unit aims to introduce students to the opportunities and challenges related to the marketing and managing of services. Students will gain a thorough understanding of the characteristics, conceptualization, design, and delivery of services enabling them to create customer value.																																																													
Topics	<p>The following topics must be included in this SKU:</p> <ol style="list-style-type: none"> 1. Introduction to services. 2. Service characteristics. 3. Consumer behavior in the service industry. 4. Segmentation and positioning for service products. 5. Service products. 6. Service pricing. 7. Service promotion. 8. Service placement. 9. Service marketing strategy. 																																																													
Specific Learning Outcomes	<p>By completing this SKU, students should be able to:</p> <ol style="list-style-type: none"> 1. Discuss the key concepts and principles of services marketing. 2. Analyze the different elements of the services marketing mix. 3. Explain the unique characteristics of service products and how these characteristics can be used to establish a competitive advantage for a business. 4. Design a marketing of services strategy for firms. 5. Distinguish between service types in different industries. <p>The table below maps the Specific Learning Outcomes for the Specific Knowledge Unit to the Key Learning Outcomes.</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th rowspan="2" style="background-color: #4a4a8a; color: white;">SLOs</th> <th colspan="7" style="background-color: #4a4a8a; color: white;">KLOs</th> </tr> <tr> <th style="background-color: #4a4a8a; color: white;">1</th> <th style="background-color: #4a4a8a; color: white;">2</th> <th style="background-color: #4a4a8a; color: white;">3</th> <th style="background-color: #4a4a8a; color: white;">4</th> <th style="background-color: #4a4a8a; color: white;">5</th> <th style="background-color: #4a4a8a; color: white;">6</th> <th style="background-color: #4a4a8a; color: white;">7</th> </tr> </thead> <tbody> <tr> <td style="background-color: #4a4a8a; color: white;">1</td> <td style="text-align: center;">✓</td> <td></td> <td style="text-align: center;">✓</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td style="background-color: #4a4a8a; color: white;">2</td> <td style="text-align: center;">✓</td> <td></td> <td style="text-align: center;">✓</td> <td style="text-align: center;">✓</td> <td></td> <td></td> <td></td> </tr> <tr> <td style="background-color: #4a4a8a; color: white;">3</td> <td></td> <td></td> <td style="text-align: center;">✓</td> <td style="text-align: center;">✓</td> <td></td> <td></td> <td></td> </tr> <tr> <td style="background-color: #4a4a8a; color: white;">4</td> <td></td> <td></td> <td></td> <td></td> <td style="text-align: center;">✓</td> <td style="text-align: center;">✓</td> <td style="text-align: center;">✓</td> </tr> <tr> <td style="background-color: #4a4a8a; color: white;">5</td> <td></td> <td></td> <td style="text-align: center;">✓</td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>							SLOs	KLOs							1	2	3	4	5	6	7	1	✓		✓					2	✓		✓	✓				3			✓	✓				4					✓	✓	✓	5			✓				
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