**Course:** Strategic Marketing (MKT 410)

**Section:** 2739

**Term:** Summer 2016

**Lecture Hours:** Monday and Wednesday 1:00 – 3:50pm

**Class:** CBA (Building 67) (Hall #20)

**Instructor**: Dr. Sultan Alkhuzam

**Email Address:** [alkhuzam@ksu.edu.sa](file:///D%3A%5Calkhuzam%5C3321%5Calkhuzam%40ksu.edu.sa) *Preferred*

**Phone:** 467-4076

**Office**: COB 86 S

**Office Hours:** Mon 12pm – 1pm, Wen 11am-1pm or by appointment

**Course website**: <https://lms.ksu.edu.sa/> (Blackboard system)

**Description of Course Content:**

The course is an integration of all marketing elements in a strategic planning framework. It emphasizes areas of strategic importance, especially those that have significant implications and relevance for marketing policy decisions in competitive situations.

The course is concerned with strategic market management/strategic planning. The focus is on strategic decisions that have long-term impact on the organization and are difficult and costly to reverse. The strategic decision making process is supported by an analysis of the organization’s external environment and an internal self-analysis of the organization.

**Student Learning Outcomes:**

* Conduct analyses that support the development of marketing strategies.
* Identify and address key strategic questions.
* Understand and work with a set of useful and important concepts such as mission, objective, strategic group, sustainable competitive strategy, risk, key success factors, strategic opportunity or threat, strategic strength, weakness or problem, strategic question, product market, segmentation, industry structure, positioning, experience curve, portfolio analysis and scenarios.
* Learn to work cooperatively in teams, think more critically, communicate more effectively, and become enthusiastic about the concept of life-long learning.

**Course Pre-requisites:**

MKT 201 (Principle of Marketing). Please talk to academic advisor if you need any clarifications.

**Required Textbooks:**

*Textbook:* Marketing Strategy- Text & Cases (6/E) by **Ferrell and Hartline, South-Western Cengage Learning, 2014**.

**ISBN-10: 1-285-17043-1**

**ISBN-13: 978-1-285-17043-5**

*Supporting website:* <http://www.cengagebrain.com>

Earlier editions are also acceptable as long as student takes responsibility of keeping abreast of all revisions. Students are encouraged to search online for a better price and order early.

**For taking exams:**

* Scantron forms.
* A No. 2 lead pencil.

**E-mail Communication:**

Please send your message from your KSU e-mail account. The University requires that all correspondence among faculty, staff, and students originate from a University-assigned e-mail address. This policy is in place to protect your academic and personal information from unauthorized access. I will only send email communication to your KSU email accounts. If you have not activated your university email account, or are not in the habit of checking it at least daily, please make the required changes by the beginning of this semester.

**Grading:**

Your course grade is determined objectively based on the criteria listed below:

|  |  |  |
| --- | --- | --- |
| **Grading Component** | **Points** | **Percentage** |
| Class Attendance and Participation | 100 points | 10% |
| Group Project | 200 points | 20% |
| Exam I on | 150 points | 15% |
| Case Analysis | 150 points | 15% |
| Final Exam | 400 points | 40% |
| Total | 1000 points | 100% |

|  |  |
| --- | --- |
| **Percent of Points** | **Grade** |
| 100-95 | A+ |
| 94-90 | A |
| 89-85 | B+ |
| 84-80 | B |
| 79-75 | C+ |
| 74-70 | C |
| 69-65 | D+ |
| 64-60 | D |
| Below 60 | F |

**Exams (55%):**

Students take one midterm exam during the regular semester. The exam is worth 15% of total grade and consists of thirty multiple-choice questions covered in lecture and text material. In addition, comprehensive final exam consisted with multiple-choice questions a combined with essay questions will be given on the final week of the semester.

**Attendance and Participation (10%):**

As the instructor of this section, I highly encourage class attendance because it contributes heavily to the process of learning for students. Our class should be interactive and discussion based forum, so students’ attendance and contribution in form of questions and thoughts are very valuable to all of us. I expect to see you prepared for class, ready to participate in discussions, and, otherwise, make full use of the class time. Therefore, I have established following policy: I will take class attendance and rewards students with 10% credit for it.

**Case analyses (group) 15%:**

Case analyses facilitate analytical thinking on managerial problems. Use case facts to analyze the specific problem discussed in the case, no outside analysis or information is needed. Case write-ups are due at the beginning of the class. Late case submissions will be penalized at 20% of total points for every 24-hour delay. Each team will do a presentation and Team case write-up.

1. Trouble Brews at Starbucks
2. Chevrolet: 100 Years of Product Innovation
3. IKEA Slowly Expands Its U.S. Market Presence
4. Groupon
5. Mattel Confronts Its Marketing Challenges

In addition, all team members will grade the performance of peers in their group on commitment to the project, timely deliverable, and a sincere work ethic.

You can send in your team preferences by our second meeting during the first week.

**Group Project (20%):**

The major assignment in the course is a team project that asks you to prepare a comprehensive marketing strategy for a **company you like**. Each team, consisted of 4-5 students has to submit a final report (should not exceed 15 pages double-spaced font 12, not including appendixes) and a class presentation at the end of the term (25 min using PowerPoint slides). Students are encouraged to discuss and ask questions to the presenting team. In addition, all team members will grade the performance of peers in their group on commitment to the project, timely deliverable, and a sincere work ethic. **All details are in a separate document available in Blackboard.**

**Course Schedule**

(I might modify the syllabus. All changes will be communicated via Blackboard).

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| --- | --- | --- | --- |
| **Date Gregorian** | **Date** | **Topics** | **Readings and assignments** |
| Monday, June 13, 2016 | 08/09/1437 | Introduction and Syllabus | Marketing in Today’s Economy |
| Wednesday, June 15, 2016 | 10/09/1437 | Marketing in Today’s Economy | Chapter 1, Read Marketing Myopia, and Group project formation and Cases selection |
| Monday, June 20, 2016 | 15/09/1437 | Strategic Marketing Planning | Chapter 2 Discuss Case 1 |
| Wednesday, June 22, 2016 | 17/09/1437 | Collecting and Analyzing Marketing Information | Chapter 3. Groups submit members and company name |
| Monday, June 27, 2016 | 22/09/1437 | Developing Competitive Advantage and Strategic Focus | Chapter 4. Group One present Case #2 |
| Wednesday, June 29, 2016 | 24/09/1437 | Customers, Segmentation, and Target Marketing | Chapter 5 |
| Monday, July 4, 2016 | 29/09/1437 | **Happy Eid Holiday** |   |
| Wednesday, July 6, 2016 | 01/10/1437 | **Happy Eid Holiday** |   |
| Monday, July 11, 2016 | 06/10/1437 | Product Strategy and Review for med-term | Chapter 6, Group 2 present case #3 |
| Wednesday, July 13, 2016 | 08/10/1437 | **Med-term** | Chapter 1,2,3,4,and 5 |
| Monday, July 18, 2016 | 13/10/1437 | Branding and Positioning | Chapter 7 |
| Wednesday, July 20, 2016 | 15/10/1437 | Promotion Strategy | Chapter 6 Group 3 Present Case #4 |
| Monday, July 25, 2016 | 20/10/1437 | Pricing Strategy | Chapter 6 |
| Wednesday, July 27, 2016 | 22/10/1437 | Placement Strategy | Chapter 6 Group 4 Present Case #5 |
| Monday, August 1, 2016 | 27/10/1437 | Promotion Strategy.  | Chapter 6 |
| Wednesday, August 3, 2016 | 29/10/1437 | PROJECT WORKDAY |  Bring your work to class |
| Monday, August 8, 2016 | 05/11/1437 | Developing and Maintaining Long-Term Customer Relationships | Chapter 10 |
| Wednesday, August 10, 2016 | 07/11/1437 | Group Project Presentation | Submit write-up and PowerPoint |
| Monday, August 15, 2016 | 12/11/1437 | Prepare for the final exam |   |
| Thursday, August 18, 2016 | 15/11/1437 | **FINAL EXAM**  | Comprehensive Exam  |

**Academic Integrity:**

It is the philosophy of King Saud University that academic dishonesty is a completely unacceptable mode of conduct and will not be tolerated in any form. All persons involved in academic dishonesty will be disciplined in accordance with University regulations and procedures. Discipline may include suspension or expulsion from the University.

"Scholastic dishonesty includes but is not limited to **cheating, plagiarism**, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts”