 College of Business Administration

Department of Marketing

Marketing 410: Strategic Marketing

Second Semester (Fall 2019)

**Section (52518)**

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**Course Description:**

This course mainly provides with the process, concepts and tools needed to develop a marketing strategy. The course timely concerns with different topics such as: the external Environment, Situation Assessment, Strategy Formation, Product Life Cycle, Generic Strategies and Specific Marketing Strategies.

Course Objectives:

This course will review and appraise contemporary marketing strategy, literature and practice to provide students with a comprehensive understanding of marketing strategy and fundamentals in the rapidly changing digital market space.

Required Textbook:

‘Marketing Strategy-Text and Cases’ (6th Ed.) by: O. C. Ferrell and M. D. Hartline, Cengage, 2014.

Additional Readings

1. Mooradian, T.A. & Mantzler, K. (2014), “Strategic Marketing”, Pearson Education, International Edition
2. [David Cravens](http://www.mcgrawhill.ca/highereducation/search/david%2Bcravens/) and [Nigel Piercy.](http://www.mcgrawhill.ca/highereducation/search/nigel%2Bpiercy/) (2013), “*Strategic Marketing*”, McGraw Hill, Ed 10.
3. List Electronic Materials (eg. Web Sites, Social Media, Blackboard, etc.) Relevant reference material provided through LMS

Course Learning Outcomes (CLO)

Upon Completion of the course the students will be able to:

1. Knowledge
   1. Students will be able to describe the critical role of strategic marketing planning in the firm and its relationship to strategic corporate planning.
   2. Students will be able to define and analyze internal and external environmental factors which affect strategic marketing planning.
   3. Students will be able to outline the factors responsible for conducting a SWOT analysis of organization under consideration.
   4. Students will be able to recognize the role of marketing mix elements in strategic decision making.
2. Cognitive Skills
   1. Students will be able to search for and locate relevant information.
   2. Prepare students to develop analytical and critical thinking.
   3. Student should be able to summarize the facts given in a case situation.
   4. Ability to analyze an issue and assess the strategic framework needed to handle it.
3. Interpersonal Skills & Responsibility
   1. Illustrate communication and coordination skill among team members.
   2. Demonstrate meaningful dialogues and the acceptance of others’ opinion.
4. Communication, Information Technology, Numerical
   1. Demonstrate an ability to communicate ideas easily to others.
   2. Develop an ability to search for relevant information on the Internet.

Class Policies

1. The instructor reserves the right to modify any of the material in the Syllabus and Class Schedule with sufficient notice given to course participants.
2. Come to each class well prepared to be able to discuss the required readings and assigned cases and assignments in detail.
3. Each student is responsible for obtaining all handouts, announcements, and schedule changes.
4. Actively participate in lectures and assignment as much of the learning will come from discussions during class.
5. Important class announcements may be communicated by e-mail. **You** are responsible for checking your e-mail account regularly.
6. Do not come late for class.
7. Switch off your cell phone during class.
8. Do not talk while fellow students are presenting or asking questions.
9. Respect everyone’s opinion.
10. There are no provisions for make-up exams or extra credit
11. **Course Evaluation**
12. First Midterm………………………………………………………………20%
13. Second Midterm……………..………………………….…………………20%
14. Project & presentation…………………….……………………………….20%
15. Final Exam…………………………………………………………………40%
16. Total ………………………………………………………………………100%
17. **Assignments**
18. **Objectives for Assignments**
19. An underlying assumption of the Strategic Marketing course is that students learn best and retain more when they actively apply and work with the concepts presented in the course materials rather than simply read about them or hear the professor talk about the ideas. The purpose of these assignments is for you to apply concepts and tools learned in class to real situations. In general, each of the assignments will be graded according to the following criteria:
20. 1. Evidence of understanding and ability to apply course concepts
21. 2. Quality (depth, creativity, clarity) of analysis and expression.
22. 3. Writing style, you will not receive extra credit for proper spelling, grammar, punctuation, etc., but will receive a poor evaluation of the assignment if these areas are found to be lacking.
23. 4. The submission due dates.
24. **Group Assignment: Marketing Plan Project**
25. The project of this course focuses on preparing marketing plan for exists organizations. Analysis of a (business) situation wherein is a significant source of competitive advantage. The assignment provides an excellent opportunity to apply course concepts for analysis and description of how an organization’s marketing plan. A written report **(15- 20 pages without the appendices)** will be due on the last week of class before final exams.
26. 1. You should describe the current management situation facing the organization you want to target. You should provide justification for why this organization. Be sure that you **sufficiently investigate competitors that exist**. Please include a SWOT analysis.
27. 2. Description of major problems/ obvious crisis or decisions point that requires further analysis or discussion
28. 3. A complete analysis of the problems with recommendations for implementation.
29. 4. You should use appropriate marketing strategic concepts to describe your plan and your proposed marketing strategy.
30. 5. An executive summary that highlights the key aspects of your project should also be included. Your paper will be evaluated based on the **quality** of your justification for the decisions you make about your project, your **consistency** in linking marketing strategy and tactic decisions, **the depth of knowledge** about marketing plan you demonstrate based on your discussion of course concepts, **the level** of detail provided, the **quality of the writing**, and the **presentation**.
31. You may put in an appendix all related materials that help support the decisions made in the report. There is no limit to the number of pages included in the appendices.
32. **Content outline**
33. In the Strategic Marketing course there are essential topics that should be covered; these topics are listed in the table below.

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| Week | Chapter | Topic |
| 1 | Introduction | |
| 2 | chapter 1 | Marketing in Today's Economy |
| 3 | chapter 2 | Strategic Marketing Planning |
| 4 | chapter 3 | Collecting and Analyzing Marketing Information |
| 5 | chapter 4 | Developing Competitive Advantage and Strategic Focus |
| 6 | chapter 5 | Customers, Segmentation, and Target Marketing |
| Tuesday -4-2-1441  3-10-2019  First Mid Term Exam | | |
| 7-8 | chapter 6 | The Marketing Program |
| 9 | chapter 7 | Branding and Positioning |
| 10 | chapter 9 | Marketing Implementation and Control |
| 11 | chapter 10 | Developing and Maintaining Long-Term Customer Relationships |
| Tuesday -15-3-1441  12-11-2019  Second Mid Term Exam | | |
| 12 | Project Report Submission and course Wrap-up |  |
| 13 | Group Project Presentations- Feedback |  |