

Strategic Marketing Planning BA 549

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Semester: 2 ^{ed} 1437-1438
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Course Description:

The overall goal of the course is to develop your ability to think strategically about marketing problems and their potential solutions. To achieve this goal, the course focuses on the marketing planning process as the basic framework for integrating and coordinating marketing decisions. 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. Prerequisite: BA 541.

Course Objectives:

The main learning emphasis in this course is placed on improved critical thinking ability (analytical and creative) as it relates to marketing strategy planning and implementation. This course is very applied in nature. This course aims to do the following:

1. Develop a sound understanding of the nature of dynamic competitive business environments and the implications for marketing strategy;

2. Enable students to attain the requisite knowledge to devise and implement productive strategic marketing solutions;
3. Support the personal development of participants in the intellectual journey from 'student' to 'businessperson'.

Course Learning Outcomes (CLO)

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

1. Demonstrate knowledge and skills to understand business problems; identify key issues involved, and develop alternative solutions.
2. Construct a comprehensive marketing plan and strategy(s) for the purpose of maximizing an organization's potential for competitive advantage.
3. Appraise ethical best practices for the success of a product or service to the business enterprise.
4. Analyze the strengths, weaknesses, opportunities, and threats relevant to an organization.
5. Work effectively in a group and contribute to decision making.

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.

Required Textbook:

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

Additional Readings

1. "Strategic Marketing: Decision Making and Planning" (Edition 4) by: Peter Reed, Cengage, 2014.
2. "Marketing: Planning and Strategy" (Edition 1) by: Subash C. Jain, Ranjit Voola and Mark Wickham, Cengage, 2012.

Course Evaluation

Students will be evaluated according to the following:

Midterm exam	Case studies	Articles	Project	Final exam
25%	5%	10%	20%	40%

Assignments

Objectives for Assignments

An underlying assumption of the Strategic Marketing Planning 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:

1. Evidence of understanding and ability to apply course concepts
2. Quality (depth, creativity, clarity) of analysis and expression.
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.
4. The submission due dates.

Individual assignments

The purpose of these assignments is to understand and evaluate the individual skills and level of understanding of the course concepts for each student.

1- Case Studies

Cases will be exploring some topics of strategic marketing.

One case analysis with presentation will be assigned for each student. There is nothing to prepare in advance for these except that you must be up-to-date with the assigned readings

- The case analysis guidelines will be delivered to the students in the class.
- Each individual member of the class is expected to analyze and be prepared to discuss each case. You should attempt to meet with your class members in advance of a case to

help you prepare for the discussion. Your role in a case discussion requires you to not only learn the material but also to assist in the learning of your classmates.

2- In-class Participations

Individual class assignments will be assigned in the lectures according to the topics each week. Remember your contribution to the classroom discussion based on your knowledge, experiences and performance in this course. Comments from individuals in the class are expected to be relevant, informed, interesting, and insightful. Quality of contribution rather than merely quantity of "talk time" is a key to your success. Be respectful of other students and avoid exhibiting dominating, one-way approaches to class discussion. Attendance to class is your responsibility. Attendance is a factor of participation; you cannot participate if you are not in class. Much of the learning in this course comes from our in-class interactions and activities. This is not a distance-learning course there is no viable way to "make up" missed in-class learning opportunities

3- Article Critique

Each student should prepare two articles related to any subject in the course and presented with criticism according to the criteria which will be provided in the class.

Group Assignment: Marketing Plan Project

The project of this course focuses on preparing marketing plan to analyze a marketing challenge faced by 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) will be due on the last week of class before final exams.

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.
2. Description of major problems/ obvious crisis or decisions point that requires further analysis or discussion
3. A complete analysis of the problems with recommendations for implementation.
4. You should use appropriate marketing strategic concepts to describe your plan and your proposed marketing strategy.
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**.

You may put the blueprint in an appendix as well as any other related materials that help support the decisions made in the report. There is no limit to the number of pages included in the appendices.

All students are required to present their individual/Group assignments

Content outline

In the Strategic Marketing Planning course there are essential topics that should be covered; these topics are listed in the table below.

Week	Chapter	Topic
1	Introduction	
2	Chapter 1	Marketing in Today's Economy
3	Chapter 2	Strategic Marketing Planning
4	Chapter 3	Marketing Ethics and Social Responsibility in Strategic Planning
5	Chapter 4	Collecting and Analyzing Marketing Information <i>Case: Mistine</i>
6	Chapter 5	Developing Competitive Advantage and Strategic Focus <i>Case: USA Today</i>
7	Chapter 6	Customers, Segmentation, and Target Marketing
Mid Term Exam 27/6/1438		
8	Chapter 7	Product Strategy <i>Case: Chevrolet</i>
9	Chapter 8	Pricing Strategy
10	Chapter 9	Distribution and Supply Chain Management <i>Case: FedEx</i>
11	Chapter 10	Integrated Marketing Communications
12	Chapter 11	Marketing Implementation and Control
13	Chapter 12	Developing and Maintaining Long-Term Customer Relationships
14	Project Report Submission	
15	Feedback and Course Wrap-up Group Project Presentations	

Good Luck

**Scoring Rubric for Final Report Oral Presentation
(Individual Assessment)**

Group Project Title:

Group No.: ()

Student Name:

Student ID:

PRESENCE	5	4	3	2	1	0
-body language & eye contact						
-contact with the public						
-poise						
-physical organization						
LANGUAGE SKILLS	5	4	3	2	1	0
-correct usage						
-appropriate vocabulary and grammar						
-understandable (rhythm, intonation, accent)						
-spoken loud enough to hear easily						
ORGANIZATION	5	4	3	2	1	0
-clear objectives						
-logical structure						
-signposting						
MASTERY OF THE SUBJECT	5	4	3	2	1	0
-pertinence						
-depth of commentary						
-spoken, not read						
-able to answer questions						
VISUAL AIDS	5	4	3	2	1	0
-transparencies, slides						
-handouts						
-audio, video, etc.						
OVERALL IMPRESSION	5	4	3	2	1	0
-very interesting / very boring						
-pleasant / unpleasant to listen to						
-very good / poor communication						

TOTAL SCORE _____

**Scoring Rubric for the Case Study/Article Group Discussion
(Individual Assessment)**

Group Project Title:

Group No.: ()

Student Name:

Student ID:

Active contribution in group discussion	5	4	3	2	1	0
Ability to identify the key concepts in the case	5	4	3	2	1	0
Demonstration of linking theory with practice	5	4	3	2	1	0
Showing critical thinking in discussing the case or other group members	5	4	3	2	1	0
Responsiveness to the other participants and facilitation to the case discussion	5	4	3	2	1	0
Resection of the other group members point of views	5	4	3	2	1	0

TOTAL SCORE _____