**Course Syllabus**

**MKT – 410: Strategic Marketing**

Semester – 2 of Academic Year 2014 - 2015

Faculty Member: REEM A. ALSHEHRI

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Class hours : Mon 1:00-2:00 , Wed 1:00-3:00

Office hours : Sun,Tuesday,Thursday 10:00-11:00

Office Number: Girl’s Campus Building 3 ,

(Second Floor) Marketing Department Head office

**Course Description :**

**Extra Resources:** Following the strategic decision process of various global companies, reading articles, and viewing different case studies. Also, we will have several articles from the American Marketing Association.

**Assessments**

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| --- | --- | --- | --- |
|  | **Weight** | **Responsibility** | **Time** |
| **1st Exams** | **15 %** | **Individual** | **16th March** |
| **2nd Exams** | **15 %** | **Individual** | **4th May** |
| **Student portfolio** | **15 %** | **Individual** | **6th May** |
| **Term Project** | **15 %** | **Group** | **6th May** |
| **Final Exam** | **40 %** | **Individual** |  |
|  | **100%** |  |  |

**Course Learning Outcomes (CLO)**

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

1. Describe the practical and integrative model of strategic marketing process that defines basic activities in strategic marketing.
2. demonstrate the knowledge and abilities in formulating marketing strategies and marketing strategic plans
3. analyze the competitive situation and strategic dilemma in dealing with dynamic global business environment in terms of rapidly changing market trends and technological advancement
4. evaluate challenges faced by managers in implementing and evaluating marketing strategies based on the nature of business, industry, and cultural differences
5. Demonstrate competency with writing a marketing plan.

**Required reading**

1. Strategic Marketing by Todd A. Mooradian, Kurt Matzler, Lawrence J. Ring Strategic Marketing: Pearson New International Edition, 1/E

<http://catalogue.pearsoned.co.uk/educator/product/Strategic-Marketing-Pearson-New-International-Edition/9781292020563.page#downlaoddiv>

E-Book

<http://www.coursesmart.co.uk/9781292020563?__professorview=false&__hdv=6.8>

1. Additional articles TBA.

**Recommended references:**

* Ross Brennan, Paul Baines, Paul Garneau and Lynn Vos, Contemporary Strategic Marketing, 2nd edition. Palgrave Macmillan, 2008.
* Roger Kerin and Robert Peterson, Strategic Marketing Problems: Cases and Comments, 11th edition. Prentice Hall, 2007.

**Course Schedule**

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| --- | --- |
| Week | Content |
| 1 | Class introduction |
| 2 | Chapter 1: Overview of Marketing Strategy and the Strategic Marketing Process |
| 3 | Chapter 2: Situation Assessment – The external Environment |
| 4 | Note 5: Competitor Analysis - Competitive Intelligence  Note 8: Industry Analysis |
| 5 | Chapter 3: Situation Assessment – The Company  Note 7: Company Assessment – The Value Chain |
| 6 | Chapter 4: Strategy Formation  Note 25: SWOT Analysis |
| 7 | Chapter 5: Implementation  Note 16: What is a Marketing Strategy |
| 8 | Chapter 6: Planning, Assessment, and Adjustment  Note 4: Consumer and Organizational Buyer Behavior |
| 9 | Note 13: Market-Share Effects  Note 15: The Marketing Concept |
| 10 | Note 9: The Product Life Cycle  Note 31: Products – Innovation  Note 32: Products – Product Portfolio |
| 11 | Note 17: Generic Strategies – Advantage and Scope  Note 18: Generic Strategies – The Value Map |
| 12 | Note 20: Specific Marketing Strategies  Note 22: Loyalty-based Marketing, Customer Acquisition, and Customer Retention |
| 13 | Note 24: Competitive Advantage  Note 29: Brands and Branding  Note 34: Promotion and People – Integrated Marketing Communications |
| 15 | Project presentations |
| 16 | Review |
| 17 | Final Exam |

**Attendance:** It is compulsory to attend at least 75% of all classes. Any student failing to attend 75% of the classes will not be able to sit in the Final Examination

**Make-ups:** If a student misses the mid-term he has to provide a documented proof for the reason of absence in order to resist in the make-up examination. Moreover, late submission of any required assignment means getting less marks for that assignment. (Make-ups are entertained only in genuine cases).

**Policy on Academic Integrity:** Students who violate University rules on academic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. Since such dishonesty harms the individual, all students, and the integrity of the University, policies on academic dishonesty will be strictly enforced.

Taking the words of others or presenting the ideas of others as your own not only prohibits you from learning the skills of academic research, it also violates the University’s Code of Academic Integrity. The University defines academic dishonesty as “cheating of any kind, including misrepresenting one’s own work, taking credit for the work of others without crediting them and without appropriate authorization, and the fabrication of information.”

Please make yourself familiar with the University’s Code of Academic Integrity. There will be zero tolerance for plagiarism and cheating. Please note that the Code stipulates that you cannot submit work prepared for another course—if you want to re-use research done in previous courses, discuss details with me before you start on the paper. If you are not sure about how to represent another person’s work in an assignment, contact me for advice before submitting. The code specifies that the minimum sanction for plagiarism is an F on the particular assignment; repeated offenses carry an F for the class as the minimum penalty.

