بسم الله الرحمن الرحيم

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| King Saud University  School of Business  Marketing Department | 2nd semester of 2012/2013  Instructor: Ruwaida A. Albrahim  Office # 210(Wed 8-9,12-3)  E-Mail ruwmkt410@gmail.com |

Syllabus

Strategic Marketing

MKT 410

COURSE DESCRIPTION: This course focuses on the processes of planning, organizing, implementing, and controlling the marketing activities of the firm. It provides full coverage of both short-term and strategic planning of marketing activities and its relationship to corporate strategic planning. It also discusses how to develop a strategic marketing plan considering all internal and external environmental factors. Strategic analytical tools are further discussed in order to achieve a strong competitive position for the firm in the market.

COURSE GOAL: To recognize the nature and role of strategic marketing planning in business firms and its relationship to corporate strategic planning. Also, to analyze the internal and external forces influencing strategic marketing planning. Finally, to study and analyze the elements and components of strategic and tactical marketing plans and how to prepare and evaluate them.

COURSE EXTERAL RESOURCES:

**1.**A combination of lecturing, class discussion, individual and group assignments will be used.

**2.** Following the strategic decision process of various global companies.

REQUIRED TEXT:

Strategic Marketing by Todd A. Mooradian, Kurt Matzler, Lawrence J. Ring. Pearson

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.

EVALUATION CRITERIA:

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| --- | --- |
| Midterm 1 | 15 % |
| Midterm 2 | 15 % |
| Case study | 10 % |
| Presentation and Assignments | 5 % |
| Project | 15 % |
| Final Exam | 40 % |
| Total | 100% |

\*\* NOTE: please note that there are no Make-up exams!!!!!!

CONTACT INFORMATION: For any questions or inquiries, feel free to send me an email on the following address: [ralbrahim@ksu.edu.sa](mailto:ralbrahim@ksu.edu.sa)

ATTENDENCE & PARTICIPATION POLICY:

You are expected to attend all class sessions. You are expected to prepare for class discussion by spending time on assignments and case studies. Your participation is important! If you are absent for assigned work, I will use discretion to the nature (if any) of the make-up work**. Remember** missing one class equals missing a whole week.

**LIST OF TOPICS:**

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| --- | --- | --- | --- |
| **Topics** | **Week** | **Assignment** | **Contact Hours** |
| Introduction | 1 |  | 3 |
| Chapter 1: Overview of Marketing Strategy and the Strategic Marketing Process | 2 |  |
| Chapter 2: Situation Assessment – The external Environment | 3 | Project |
| Chapter 3: Situation Assessment – The Company | 3 |  | 3 |
| Chapter 4: Strategy Formation | 4 |  |
| **Vacation weak** | 5,6 |  |  |
| Chapter 5: Implementation | 7 |  | 3 |
| Chapter 6: Planning, Assessment, and Adjustment | 7 | Project Phase 1 |  |
| Case Study | 8 |  | 3 |
| Note1: Market Definition | 8 |  |
| Note2: Context: PEST Analysis | 8 |  |
| Note3: Customer Assessment: trends and insights | 8 |  |
| Note 4: Consumer and Organizational Buyer Behavior | 8 |  |
| **Midterm 1 , chapter 1-6 –(29/10/2014)** | 9 |  | 3 |
| Note 5: Competitor Analysis - Competitive Intelligence | 9 | Project Phase 2 | 3 |
| Note 6: Company Assessment: Mission and Visions | 9 |  |
| Note 7: Company Assessment – The Value Chain | 9 | Case Study | 3 |
| Note 8: Industry Analysis | 10 |  |
| Note 9: The Product Life Cycle | 10 |  | 3 |
| Note 13: Market-Share Effects | 10 |  |
| Note 15: The Marketing Concept | 10 |  |
| Note 16: What is a Marketing Strategy | 10 |  |
| Note 17: Generic Strategies – Advantage and Scope | 11 | Case Study | 3 |
| Note 18: Generic Strategies – The Value Map | 11 |  |
| Note 19: Generic Strategies-Product-Market Growth Strategies | 11 |  |
| Note 20: Specific Marketing Strategies | 12 | Project Phase 3 | 3 |
| Note21: Market Segmentation | 12 |  |
| Note 22: Loyalty-based Marketing, Customer Acquisition, and Customer Retention | 12 |  |
| Note 23: Customer Lifetime Value | 12 |  |
| Note 24: Competitive Advantage | 12 |  |
| Note 25: SWOT Analysis | 12 |  |
| **Midterm 2 , Notes (26/11/2014)** | 13 |  |  |
| Note 26: Targeting | 13 |  | 3 |
| Note 27: Positioning | 13 |  |
| Note 28: Customer- oriented Market Research | 14 |  | 3 |
| Note 29: Brands and Branding | 14 | Case Study |
| Note 30: Product-New Product Development | 14 |  |
| Note 31: Products – Innovation | 15 |  |
| Note 32: Products – Product Portfolio | 15 |  |
| Note 33: Pricing Strategies | 15 | Project Phase 4 | 3 |
| Note 34: Promotion and People – Integrated Marketing Communications | 15 |  |
| Note 35: Place -Distribution | 15 |  |
| Note 36: Budget, Forecast, And Objectives | 15 |  |
| Note 37: Staircase Analysis | 15 |  |
| Note 38 : Assessment and Adjustment | 15 |  |
| Project presentation | 16 | Project Phase 5 | 3 |
| Project presentation | 16 | Project Phase 5 | 3 |

CASE ANALYSES: Each case it to be analyzed, written and presented in accordance with the attached guide: "A Guide to Case Analysis and Presentation". Case reports should be handed in at the beginning of each due session. All students are expected to read all cases and participate in class discussion.

PROJECT:

You are required to find a current company/brand in the Saudi market that needs, in your opinion, a facelift. You need to develop a marketing strategy for a company.

Please note that you have a Marketing Plan template attached as a guide to your project. DO NOT ATTEMPT TO FILL ALL THE HEADLINES. Use only the headlines that are relevant to your project and those who will serve your ultimate goal.

The highest percentage of your grade is determined by your creativity in turning the business concept around. Hence, spend some time brainstorming and analyzing the benefits of each idea.

To fully understand the concept of "Brain Storming", please find attached a PDF explaining the process along with the following video <http://www.youtube.com/watch?v=30gQ29oMwBw>

**Information Concerning the Oral Presentation of the Group Project**

The Group Project requires the team to provide an oral presentation utilizing visual aids. You and your group will be assigned a date for Group Project presentation. The oral presentation must teach the class the relevant concepts. You must provide information that has not been discussed in class or provided in the text. ***Do not be*** ***boring.*** Use appropriate public speaking techniques, use the overhead, PowerPoint and use dramatization or use any creative technique. 30 minutes will be allowed for the presentation that will be followed by a class discussion of your Group Project. You must communicate to the class something that your group learned from the project.

**Note: Attached** Student Presentation Evaluation Form