



King Saud University
College of Business Administration
Marketing Department

MKT 410 – Strategic Marketing

Instructor: Dr. Soad A. Al-Meshal
Semester: 1 st Semester 1437-1438 H
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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 and Nigel Piercy. (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. 1 Knowledge

- 1.1 Students will be able to describe the critical role of strategic marketing planning in the firm and its relationship to strategic corporate planning.
- 1.2 Students will be able to define and analyze internal and external environmental factors which affect strategic marketing planning.
- 1.3 Students will be able to outline the factors responsible for conducting a SWOT analysis of organization under consideration.
- 1.4 Students will be able to recognize the role of marketing mix elements in strategic decision making.

2. 2 Cognitive Skills

- 2.1 Students will be able to search for and locate relevant information.
- 2.2 Prepare students to develop analytical and critical thinking.
- 2.3 Student should be able to summarize the facts given in a case situation.
- 2.4 Ability to analyze an issue and assess the strategic framework needed to handle it.

3. 3 Interpersonal Skills & Responsibility

- 3.1 Illustrate communication and coordination skill among team members.
- 3.2 Demonstrate meaningful dialogues and the acceptance of others’ opinion.

4. 4 Communication, Information Technology, Numerical

- 4.1 Demonstrate an ability to communicate ideas easily to others.
- 4.2 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.

Course Evaluation

First Midterm.....	20%
Second Midterm.....	20%
Project & presentation.....	20%
Final Exam.....	40%
Total	100%

Assignments

Objectives for Assignments

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:

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.

Group Assignment: Marketing Plan Project

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.

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 Group assignments

Midterm Exams Due Dates:

Midterms	Day	Due date
First	Thursday	26/1/1438 ----- 27/10/2016
Second	Thursday	9/3/1438 ----- 8/12/2016

Content outline

In the Strategic Marketing 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
6	Chapter 5	Developing Competitive Advantage and Strategic Focus
First Mid Term Exam – 26/1/1438 ----- 27/10/2016		
7	Chapter 6	Customers, Segmentation, and Target Marketing
8	Chapter 7	Product Strategy
9	First Semester Break	
10	Chapter 8	Pricing Strategy
11	Chapter 9	Distribution and Supply Chain Management
Second Mid Term Exam – 9/3/1438 ----- 8/12/2016		
12	Chapter 10	Integrated Marketing Communications
13	Chapter 11	Marketing Implementation and Control
14	Chapter 12	Developing and Maintaining Long-Term Customer Relationships
15	Project Report Submission	
16	Feedback and Course Wrap-up Group Project Presentations	



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Team Project
Marketing Plan Example

Project Name:_____

No	Students Names	Students Number

Instructor: Dr. Soad Almeshal

Date_____

Table of Contents

1. Executive Summary
2. Company Description
3. Strategic Focus and plan
 - Mission/Vision
 - Goals
 - Core Competency and Sustainable Competitive Advantage
4. Situation Analysis
 - SWOT Analysis
 - Internal Strengths and Weaknesses
 - Management
 - Offerings
 - Marketing
 - Personnel
 - Finance
 - Manufacturing
 - Research and Development (R & D)
 - External Opportunities and Threats
 - Consumer/Social
 - Competitive
 - Technological
 - Economic

Legal/Regulatory

Industry Analysis

Competitor Analysis

Company Analysis

Customer Analysis

5. Market-Product Focus

Marketing and Product Objectives

Target Markets

Points of Difference

Positioning

6. Marketing Program

Product Strategy

Price Strategy

Promotion Strategy

Place (Distribution Strategy)

7. Financial Data and Projections

Past Sales Revenues

Five-Year Projections

8. Organization

9. Implementation

10. Evaluation and Control

11. Appendixes

Team Project Evaluation

Instructor Evaluation

Project	Avg. Rank	Time	Completion	Innovation	Teamwork	Total

Team Project/ Peer evaluation

Project Name: _____

Instructor: _____

Team Leader: _____

Peer evaluation

Project	Rank

Good Luck