






King Saud University  
College of Business Administration  
Marketing Department  
Second Semester 2020

## Syllabus-MKT 410 – Strategic Marketing

Sections: 55759 / 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 and Nigel Piercy. (2013), “Strategic Marketing”, McGraw Hill, Ed 10.
3. List of Electronic Materials (e.g. 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

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

### 2. Cognitive Skills

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

### 3. Interpersonal Skills & Responsibility

- a. Illustrate communication and coordination skill among team members.
- b. Demonstrate meaningful dialogues and the acceptance of others' opinion.

### 4. Communication, Information Technology, Numerical

- a. Demonstrate an ability to communicate ideas easily to others.
- b. 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 your best to come on time for class, to avoid using phone during class and talking while fellow students are presenting or asking questions.
7. There are no provisions for make-up exams or extra credit.

## Course Evaluation

1. First Mid-term	15%	Check course plan for selected dates.
2. Second Mid-term	20%	
3.		
a. Project "Marketing plan" as group.	15%	
b. presentation	5%	
c. Case study	5%	
5. Final exam	40%	
Total	100%	

## Assignments

### 1. 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:

- a. Evidence of understanding and ability to apply course concepts
- b. Quality (depth, creativity, clarity) of analysis and expression.
- c. 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. The submission due dates.

### 2. Group Assignment: Marketing Plan 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.

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>

The assignment provides an excellent opportunity to apply course concepts for analysis and description of how an organization's marketing plan. The report should include:

1. You should provide justification for why this organization.
2. Analysis of a (business) situation where in is a significant source of competitive advantage.
3. You should describe the current management situation facing the organization that you have select. Be sure that you **sufficiently investigate competitors that exist**. Please include a SWOT analysis.
4. Description of major problems/ obvious crisis or decisions point that requires further analysis or discussion.
5. A complete analysis of the problems with recommendations for implementation.
6. Use appropriate marketing strategic concepts to describe your plan and your proposed marketing strategy.
7. An executive summary that highlights the key aspects of your project should also be included.
8. 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.

### **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.

**Evaluation:** 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*.

**Note: Attached** Student Presentation Evaluation Form

### **Content outline:**

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

<b>Week</b>	<b>Chapter</b>	<b>Topic</b>
1	Introduction	
2	chapter 1	Marketing in Today's Economy
3	chapter 2	Strategic Marketing Planning
4	chapter 3	Collecting and Analyzing Marketing Information
<b>Submission of group members and company name</b>		
5	chapter 4	Developing Competitive Advantage and Strategic Focus
<b>First Mid Term Exam, Monday 18-2-2022</b>		
6	chapter 5	Customers, Segmentation, and Target Marketing
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
<b>Second Mid Term Exam Monday 1-4-2022</b>		
12	Project Report Submission, submission and course Wrap-up	<b>Monday 8-4-2022</b>
13	Group Project Presentations-Feedback	
14	Group Project Presentations-Feedback	
15	Extra Reading	Developing strategies and implantation
16	Final Exam	

**R**emember all students start with **A+**. Keeping this grade is easy. A smart student always has a strategy.