**Executive MBA Program**

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| **EMBA 540**  **Marketing Management and Strategy (3 Cr Hr)**  **Spring Term - 2019-2020** |

**Dr. Mohammad Almotairi**

**Office hours: By appointment**

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**Course Description:**

This course develops market-based knowledge and skills for effective marketing strategy design, implementation, and evaluation. It also develops participants’ ability to make marketing decisions in a wide variety of institutional and competitive situations. The course addresses the importance of being market-driven and customer-focused company. Emphasis is on case studies, team work, and projects.

**Course Objectives:**

The main objective of this course is to build market-based knowledge and skills for effective marketing strategy design, implementation, and evaluation. The course emphasis on improved critical thinking ability (analytical and creative) as it relates to marketing strategy management. 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. Students will be able to describe the critical role of strategic marketing in the firm.
2. Students will be able to define and analyze internal and external environmental factors which affect strategic marketing management.
3. Students will be able to recognize the strategic issues in marketing function of an organization under consideration.
4. Prepare students to develop analytical and critical thinking.
5. Ability to analyze an issue and assess the strategic framework needed to handle it.
6. Students will be able to communication and coordination skill among team members.
7. Student will be able to design a strategy model for a service organization which will be based on course topics.
8. Students will be able to build unique marketing strategy.

**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 Materials:**

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| * **Required textbooks :**  1. Marketing Strategy-Text and Cases. (6th Ed.) by: *O. C. Ferrell and M. D. Hartline*, Cengage, 2014 2. Strategic Market Management, 11th Edition, [David A. Aaker](https://www.wiley.com/en-us/search?pq=%7Crelevance%7Cauthor%3ADavid+A.+Aaker), [Christine Moorman](https://www.wiley.com/en-us/search?pq=%7Crelevance%7Cauthor%3AChristine+Moorman) ISBN: 978-1-119-39222-4 September 2017 3. Marketing Management and Strategy : An African Casebook,  by [George Tesar](https://www.bookdepository.com/author/George-Tesar) Hardback : Taylor & Francis Ltd : 9780415783330 : 041578333X : 29 Mar 2013 |

**Additional Readings:**

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

*Supporting website:* Students are advised to visit the publisher website[www.cengage.com](http://www.cengage.com). The site has rich content such as an interactive e-book, practice quizzes, games, review cards, and more.

Earlier editions are also acceptable as long as the student takes responsibility for keeping abreast of all revisions. Students are encouraged to search online for a better price and order early.

**Course Evaluation:**

Students will be evaluated according to the following:

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| **Grading Component** | **Points [or percentage]** |
| Midterm Exam | 15 % |
| Case studies | 20 % |
| Project | 25% |
| Final Exam | 40% |
| **Total** | **100** |

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| **Percent of Points** | **Grade** |
| 100-95 | A+ |
| 94-90 | A |
| 89-85 | B+ |
| 84-80 | B |
| 79-75 | C+ |
| 74-70 | C |
| 69-65 | D+ |
| 64-60 | D |
| Below 60 | F |

1. **Case Studies**

Case analysis is an excellent tool since it facilitates analytical thinking on managerial strategic marketing problems. These cases give you the chance to look at the present situation facing an organization, and after a systematic analysis, make recommendations that will produce a change in the results or outcomes. Here is a link https://hbsp.harvard.edu/import/703561 (available also in Blackboard) where all the cases and many of the extra reading will be available. The cases will be distributed on the bases of first come, first served

I would expect you to present your case using PowerPoint to your colleagues. Please submit your slides at the beginning of the class. Each student is expected to participate and be prepared during our discussion in class.

Also, all team members will grade the performance of peers in their group on commitment to the project, timely deliverable, and a serious work ethic.

Cases will be exploring some topics of

1. **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

1. **Group Assignment: Marketing Strategy 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 strategy plan. A written report will be due on the last week of class before final exams.

(15- 20 pages, double-spaced font 12, not including appendixes) and a class presentation at the end of the term (25 min using PowerPoint slides). Students are encouraged to discuss and ask questions to the presenting team. Also, all team members will grade the performance of peers in their group on commitment to the project, timely deliverable, and a serious work ethic.

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 details are in a separate document available in Blackboard.**

1. **Exams**

Students take one midterm exam during the regular semester. The exam is worth 15% of the total grade and consists of collection of questions from lecture and text material. Also, final exam consisted with collection of analytical and application questions will be given on the final week of the semester and worth another 40%.

1. **Academic Integrity**

It is the philosophy of King Saud University that academic dishonesty is a completely unacceptable mode of conduct and will not be tolerated in any form. All persons involved in academic dishonesty will be disciplined under University regulations and procedures. Discipline may include suspension or expulsion from the University.

"Scholastic dishonesty includes but is not limited to **cheating, plagiarism**, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give an unfair advantage to a student or the attempt to commit such acts.”

**\*All students are required to present their individual/Group assignments\***

1. **Course Schedule**

In the Marketing Management & Strategy course these topics are listed in the table below.

(I might modify the syllabus. All changes will be communicated via Blackboard).

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| **Date Gregorian** | **Date** | **Topics** | **Readings and assignments** |
| Friday, January 31, 2020 | 06/06/41 | Introductions, Syllabus  Overview of Marketing | Group Formation  Chapter 1 |
| Friday, February 7, 2020 | 13/06/41 | Overview of Marketing | Chapter 1 Read Nike Ads |
| Friday, February 14, 2020 | 20/06/41 | Strategic Marketing Process | Chapter 2 Read  Marketing Myopia |
| Friday, February 21, 2020 | 27/06/41 | Collecting and Analyzing Marketing Information | Chapter 4  Case Study 1 |
| Friday, February 28, 2020 | 04/07/41 | Developing Competitive Advantage and Strategic Focus | Chapter 5 |
| Friday, March 6, 2020 | 11/07/41 | Segmentation and Targeting Markets | Chapter 6  Case Study 2 |
| Friday, March 13, 2020 | 18/07/41 | Product Strategy | Chapter 7  Project Discussion |
| Friday, March 20, 2020 | 25/07/41 | **MIDTERM EXAM** | Will be determine later |
| Friday, March 27, 2020 | 03/08/41 | Pricing Strategy | Chapter 8  Case Study 3 |
| Friday, April 3, 2020 | 10/08/41 | Distribution and Supply Chain Management | Chapter 9 Read Amazon V Netflix - Brand Comparison Guide |
| Friday, April 10, 2020 | 17/08/41 | Integrated Marketing Communication & Developing and Maintaining Long-Term Customer Relationships | Chapter 10 Chapter 12  Case Study 4 |
| Friday, April 17, 2020 | 24/08/41 | Marketing Implementation and Control | Chapter 11 |
| Friday, April 24, 2020 | 01/09/41 | **Group Presentations** | We Might Need To Come Earlier Than Usual. |
| Friday, May 1, 2020 | 08/09/41 | **FINAL EXAM** | Comprehensive Exam |

**Good Luck**