



## Course Specifications

<b>Course Title:</b>	STRATEGIC MARKETING
<b>Course Code:</b>	MKT-405
<b>Program:</b>	Bachelor of Science of Business Administration in Marketing [BSBA]
<b>Department:</b>	Department of Marketing
<b>College:</b>	College of Business Administration, Al Kharj
<b>Institution:</b>	 PRINCE SATTAM BIN ABDULAZIZ UNIVERSITY COLLEGE OF BUSINESS ADMINISTRATION DEPARTMENT OF MARKETING (P.O. BOX 173, AL-KHARJ 11942,

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## A. Course Identification

<b>1. Credit hours:</b> 3
<b>2. Course type</b>
a. University <input checked="" type="checkbox"/> College <input checked="" type="checkbox"/> Department <input type="checkbox"/> Others <input type="checkbox"/>
b. Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/>
<b>3. Level/year at which this course is offered:</b> 8 <sup>th</sup> Level (Sem.) / IV Year
<b>4. Pre-requisites for this course (if any):</b> MGT-201
<b>5. Co-requisites for this course (if any):</b> NONE

### 6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	35	80
2	Blended	7	20
3	E-learning		
4	Distance learning		
5	Other		
	<b>Total</b>	42	100

### 7. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
1	Lecture	35
2	Laboratory/Studio	
3	Tutorial	
4	Others (assignments, library, project work)	7
	<b>Total</b>	42

## B. Course Objectives and Learning Outcomes

### 1. Course Description:

This course interprets the strategic stages and applications of the overall marketing plan. It emphasizes more on the analytical part of elucidating the marketing functions of the company department while considering the competitive scenario. The course explains the marketing opportunity analysis and discusses the environmental analysis as suggested by Michael Porter along with the strategies to maintain the company's competitive position in the market. The course highlights the importance of key marketing strategies such as pioneer, expansion, confrontation, and contraction. It finishes the content with an assessment of organizational & inter-functional factors with the help of a marketing audit.

### 2. Course Main Objective:

The course 'Strategic Marketing' focus to develop in-depth cognitive as well as analytical learning of the student in the field of marketing programs. It develops the grasp of student learning at a higher level of planning, implementation, and control of strategic marketing. The course delivers refinement of the concept of strategic marketing in various directions of analysis i.e. market opportunity, competitors' strengths & weaknesses, current position to be maintained or not, formulation of strategies in accordance to the new market or mature market or declining market. It also takes an in-depth follow-up of the marketing plan while monitoring & controlling the synergistic and administrative issues. It prepares students to devise the core content of a marketing plan and its analysis and the audit for a monitored implementation.

### 3. Course Learning Outcomes

CLOs		Aligned PLOs
1	<b>Knowledge and Understanding</b>	
1.1	Explain the hierarchy of strategies, guidelines for market-oriented management, and an overview of the marketing program	
1.2	Outline the major considerations during strategy formulation	
1.3	State the marketing vision, mission, objectives & goals	
1.4	Describe the major functions of marketing in the organization	
1.5	Discuss the importance of competitors' market position	
2	<b>Skills :</b>	
2.1	Differentiate between marketing strategies and their assessment, evaluate the company's current position vis-à-vis the competitor's position	

CLOs		Aligned PLOs
2.2	The contrast between planning and strategy and its formulation	
2.3	Interpret the corporate-level goals & actions along with SWOT analysis	
2.4	Identify the activities related to the alternative marketing strategies	
2.5	Evaluate the competitor's position vis-à-vis the company's market position	
<b>3</b>	<b>Values:</b>	
3.1	HONESTY: Imparting values among students so that they embody high ethical standards. Learn to add value to the organization they work for and the customers they serve in the future. Also, adhere to all applicable laws and regulations in promoting any product or service. Work to foster trust and faith in marketing communication systems with all stakeholders. They learn the importance of fair dealing in establishing an efficient exchange process.	
3.2	TRANSPARENCY: Learn to promote quality product and their benefits at fair prices. Disclose all the terms and conditions, safety measures, and warranties. Transparency should be maintained in the packaging and labeling of the products disclosing the price, ingredients, and environmental friendliness.	
3.3	COMMITMENT: Students learn to stand behind delivering product services and benefits at all times. Inculcate values to recognize special commitment segments such as children and elderly customers. Handle customer grievances honestly and according to company norms. Reject manipulation that harms customer trust, avoid forceful selling, and attempt to develop mental and intellectual satisfaction of customers.	

### C. Course Content

No	List of Topics	Contact Hours
1	<b>Strategic Marketing:</b> Meaning and concept of strategic marketing, functions of strategic marketing, the significance of strategic marketing in the present competitive situations	9
2	<b>Planning and Strategy:</b> Difference between planning and strategy,	8

	Processes of planning and strategy formulation, aspects of consideration in strategy formulation.	
3	<b>Corporate strategic planning:</b> Concept of corporate strategic planning and its role in the attainment of organizational goals. SWOT analysis and its application in the development of strategic planning	9
4	<b>Functions of Strategic Marketing:</b> Functions and responsibilities of strategic marketing include planning, organizing, implementing, and controlling marketing activities	9
5	<b>Competitive analysis:</b> The significance of competitive analysis is various factors are considered for the analysis of the competitive situation. Model of competitive analysis [Diamond model ]of competitive significance	7
<b>Total</b>		42

## D. Teaching and Assessment

### 1. Alignment, of Course, Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	<b>Knowledge and Understanding</b>		
1.1	Explain the hierarchy of strategies, guidelines for market-oriented management, and an overview of the marketing program	Lectures, Use of Slides, Providing Text-book or Journal material, and Use of Black-board technology by uploading content	Quiz, Mid-Terms, Final Exams, Individual or Group Presentations in Class, and Evaluation of Home Assignments
1.2	Outline the major considerations during strategy formulation		
1.3	State the marketing vision, mission, objectives & goals		
1.4	Describe the major functions of marketing in the organization		
1.5	Discuss the importance of competitors' market position		
2.0	<b>Skills</b>		
2.1	Differentiate between marketing strategies and their assessment, evaluate the company's current position vis-à-vis the	Lecture-Demonstration	Quiz, Mid-Terms, Final Exams,

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
	competitor's position	through diagrams, figures & graphs, Open Text Book Study, Case Study, Library Research and Mini-Project	Individual or Group Presentations in Class, Field Trips, and Evaluation of Mini-Project & Home Assignments
2.2	The contrast between planning and strategy and its formulation		
2.3	Interpret the corporate-level goals & actions along with SWOT analysis		
2.4	Identify the activities related to the alternative marketing strategies		
2.5	Evaluate the competitor's position vis-à-vis the company's market position		
<b>3.0</b>	<b>Values</b>		
3.1	HONESTY: Imparting values among students so that they embody high ethical standards. Learn to add value to the organization they work for and the customers they serve in the future. Also, adhere to all applicable laws and regulations in promoting any product or service. Work to foster trust and faith in the marketing communication system with all stakeholders. They learn the importance of fair dealing in establishing an efficient exchange process.	Role-playing, Brain Storming, Debate, Product Demonstration, and Student Panel Activities	Observations (Indirect) of Class Behavior, Participation & Discussion, and Constructing Exhibits & Charts
3.2	TRANSPARENCY: Learn to promote quality product and their benefits at fair prices. Disclose all the terms and conditions, safety measures, and warranties. Transparency should be maintained in the packaging and labeling of the products disclosing the price, ingredients, and environmental friendliness.		
3.3	COMMITMENT: Students learn to stand behind delivering product services and benefits at all times. Inculcate values to recognize special commitment segments		

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
	such as children and elderly customers. Handle customer grievances honestly and according to company norms. Reject manipulation that harms customer trust, avoid forceful selling, and attempt to develop mental and intellectual satisfaction of customers.		

## 2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Quizzes (best of two)	3 <sup>rd</sup> , 6 <sup>th</sup> ,	10%
2	Mid Terms (two)	4 <sup>th</sup> , 8 <sup>th</sup>	30%
3	Class Participation (presentation & discussion of mini-projects, case study & assignments, etc.)	7 <sup>th</sup> , 9 <sup>th</sup>	10%
4	Final Examination	After completion of the 10 <sup>th</sup> Week	50%

\*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

## E. Student Academic Counseling and Support

**Arrangements for the availability of faculty and teaching staff for individual student consultations and academic advice :**

Office Hours: 6 hours per week

## F. Learning Resources and Facilities

### 1. Learning Resources

<b>Required Textbooks</b>	Marketing Strategy, Orville C. Walker, Jr., John W. Mullins, Harper W. Boyd, Jr. and Jean-Claude Larreche, Tata McGraw Hill, 5ed.
<b>Essential References Materials</b>	<ul style="list-style-type: none"> <li>Richard MS Wilson &amp; Colin Gilligan, Strategic Marketing Management, Elsevier &amp; The Chartered Institute of Marketing, 3ed.</li> <li>David W. Cravens &amp; Nigel Piercy, Strategic Marketing, McGraw Hill, US, 8ed.</li> <li>Kotler, Armstrong, Tolba, &amp; Habib, Principles of Marketing, Pearson,</li> </ul>



	Arab World
<b>Electronic Materials</b>	<ul style="list-style-type: none"> <li>• <a href="https://cmgpartners.com/blog/marketing-consulting-firms/">https://cmgpartners.com/blog/marketing-consulting-firms/</a></li> <li>• <a href="https://www.strategicmarketing-consultants.com/">https://www.strategicmarketing-consultants.com/</a></li> <li>• <a href="http://equibrandconsulting.com/top-marketing-strategy-consulting-firms-ranked">http://equibrandconsulting.com/top-marketing-strategy-consulting-firms-ranked</a></li> </ul>
<b>Other Learning Materials</b>	Relevant videos cases and websites of service-oriented companies in KSA

## 2. Facilities Required

Item	Resources
<b>Accommodation</b> (Classrooms, laboratories, demonstration rooms/labs, etc.)	Lecture room with a capacity of at least 30 seats/group and 4-groups required
<b>Technology Resources</b> (AV, data show, Smart Board, software, etc.)	Smart Board with Internet Facility as well as one PC for each student, depending on the class-size
<b>Other Resources</b> (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	N/A

## G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
<b>Effectiveness of Teaching:</b> At the end of each academic semester, students' feedback is taken. A survey form entitled, Course Evaluation Survey (CES) provided by NCAAA is administered by the Quality & Development Unit regularly using the Survey. The results are communicated to the faculty members.	Students	Feedback through Survey

