



Course Report

| | |
|----------------------------|-------------------------------|
| Course Title: | STRATEGIC MARKETING |
| Code: | MKT 470 |
| Program: | Bsc in Marketing |
| Department: | Marketing |
| Institution: | Prince Sultan University |
| Academic Year: | 2 nd Semester 2021 |
| Semester: | 202 |
| Course Coordinator: | Dr. Abdul Rahim Abu Bakar |
| Date: | 24 May 2021 |



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A. Course Identification

| No | Instructor(s) | Location | Number of Sections | Number of Students | |
|----|---------------------------|-------------|--------------------|---------------------|-----------------------|
| | | | | Starting the course | Completing the course |
| 1 | Dr. Abdul Rahim Abu Bakar | Male Campus | 1(732) | 11 | 11 |
| | | | | | |
| | | | | | |

B. Course Delivery

1. Course Contact Hours (per semester)

| No. | Activity | Planned | Actual |
|--------------|-------------------|---------|--------|
| 1 | Lecture | 45 | 45 |
| 2 | Laboratory/Studio | 0 | 0 |
| 3 | Tutorial | 0 | 0 |
| 4 | Others (Specify) | 0 | 0 |
| Total | | 45 | 45 |

2. Topics not Covered

| Topics | Reason for Not Covering | Extent of their Impact on Learning Outcomes | Compensating Action* |
|--------|-------------------------|---|----------------------|
| | | | |
| | | | |
| | | | |

*Compensating actions already taken or suggested

3. Teaching Strategies

| Planned Teaching Strategies | Were They Implemented? | | Difficulties Experienced (if any) in Implementation | Suggested Action |
|-----------------------------|------------------------|----|---|------------------|
| | Yes | No | | |
| Lectures | Yes | | No | |
| Case studies | Yes | | No | |
| Video and Questions | Yes | | No | |
| Business Scenario | Yes | | No | |
| | | | | |

4. Activities/Assessment Methods

| Activities/Planned Assessment Methods | Were They Implemented? | | Difficulties Experienced (if any) in Implementation | Suggested Action |
|--|------------------------|----|---|------------------|
| | Yes | No | | |
| Major examinations | Yes | | No | |
| Marketing Plan group project (presentation and written report) | Yes | | No | |
| Case studies | Yes | | No | |
| Business scenario (class exercise) | Yes | | No | |
| | | | | |

5. Verification of Credibility of Students' Results

| Method(s) of Verification | Conclusions |
|--|-----------------|
| The students result was double check to ensure that there are no calculation mistakes | No issue |
| Examination committee was done to check the final exam questions | No issue |
| An independent grader marked a sample final exam script and compared the results with the instructor | Minor variances |
| | |

6. Recommendations

More video exercise and mini cases should be done to improve student's problem-solving ability

C. Student Results

1. Distribution of Grades

| | Grades | | | | | | | | | Status Distributions | | | | | |
|---------------------------|--------|---|----|----|----|---|----|---|---|----------------------|-------------|------------|------|------|-----------|
| | A+ | A | B+ | B | C+ | C | D+ | D | F | Denied Entry | In Progress | Incomplete | Pass | Fail | Withdrawn |
| Number of Students | 1 | 1 | 2 | 2 | 2 | 1 | 1 | 1 | 0 | 0 | 0 | 0 | 11 | 0 | 0 |
| Percentage | 9 | 9 | 18 | 18 | 18 | 9 | 9 | 9 | | | | | | | |

2. Comment on Student Results

(including special factors (if any) affecting the results)

Despite the introduction of online learning, it did not affect the learning and assessment process. The students' interaction and performance were good.

3.Recommendations

Continue to expose students with real-life case studies

D. Course Learning Outcomes

1. Course Learning Outcomes Assessment Results

| Course learning Outcomes (CLOs) | PLOs Code | Assessment Methods | Assessment Results | | Comment on Assessment Results | |
|---------------------------------|---|--------------------|-------------------------------------|--------------|-------------------------------|--|
| | | | Target Level/ Criterion for Success | Actual Level | | |
| 1 Knowledge : | | | | | | |
| 1.1 | Define and explain various marketing strategies. | PLO 1 | Final Exam questions | | | Not accessed |
| 1.2 | | | | | | |
| 1.3 | | | | | | |
| 1... | | | | | | |
| 2 Skills: | | | | | | |
| 2.1 | Demonstrate communication skills through group discussions and class participations | PLO 5.1 & 5.2 | Group project | | | Not accessed |
| 2.2 | Demonstrate their IT skills in making presentations | PLO 6.1 | Group presentation | | | Not accessed |
| 2.3 | Interpret and appraise marketing strategic decisions on company's performance. | PLO 2.1 | | | | Not accessed |
| 2... | Develop a marketing plan and formulate marketing strategies in order to achieve company's objectives. | PLO 2.1 | | | | Not accessed |
| 3 Values: | | | | | | |
| 3.1 | Exhibit ethical considerations in all aspects of the strategic decision making. | PLO 3 | Final Exam questions | 75 | 50 | A substantial number of students are not aware of the ethical issue. This is mainly because they focus |

| Course learning Outcomes (CLOs) | PLOs Code | Assessment Methods | Assessment Results | | Comment on Assessment Results |
|---------------------------------|-----------|--------------------|-------------------------------------|--------------|---|
| | | | Target Level/ Criterion for Success | Actual Level | |
| | | | | | on the marketing applications and strategy. |
| 3... | | | | | |

2. Recommendations

E. Course Quality Evaluation

1. Students Evaluation of the Quality of the Course

| Date of Survey: | Number of Participants:8 | Percentage of Participation:47% | Evaluation Result:4.17 |
|--|--------------------------|--|------------------------|
| Students Feedback | | Course Coordinator/Instructor Comments/Response | |
| Strengths: <ul style="list-style-type: none"> • was well prepared for class. • answered questions in helpful ways. • has knowledge of the course contents | | | |
| Areas for improvement: <ul style="list-style-type: none"> • willing to meet students out of class. • encourages to explore the content of the course beyond what is required of the text books requirements | | The students answered the questions literally. I have entertained questions and consultations outside the lecture hours using google meet The students are unable even to meet the course content in the textbook | |
| Suggestions for Improvement: <ul style="list-style-type: none"> • Videos and current examples by firms • • | | | |

2. Other Evaluations

(e.g., Evaluations by faculty, program leaders, peer reviewers, others)

| Evaluation method : | Date: |
|--|---|
| Evaluator(s) Comments | Course Coordinator/Instructor Comments/Response |
| Strengths: <ul style="list-style-type: none"> • • | |
| Areas for improvement: <ul style="list-style-type: none"> • • | |

| | |
|--|--|
| Suggestions for Improvement: | |
| <ul style="list-style-type: none"> • • | |

* Add separate table for each evaluation

| |
|----------------------------|
| 3.Recommendations : |
|----------------------------|

F. Difficulties and Challenges

| Difficulties and Challenges | Consequences | Actions Taken |
|------------------------------|---|---|
| Administrative Issues | | |
| NA | | |
| | | |
| | | |
| Learning Resources | | |
| Local examples and cases | Some of the students could not relate with local business environment | Develop hypothetical case resembling local business environment |
| | | |
| | | |
| Facilities | | |
| | | |
| | | |
| | | |

G. Course Improvement Plan

1. Course Improvement Actions

| Recommended Actions | Actions Taken | Results | Comments |
|--|---------------|---------|----------|
| a. Previous course Report Recommendations | | | |
| | | | |
| | | | |
| | | | |
| b. Other Improvement Actions* | | | |

| Recommended Actions | Actions Taken | Results | Comments |
|---------------------|---------------|---------|----------|
| | | | |
| | | | |
| | | | |

* (The developmental measures taken during teaching the course and not included in the development plan of it)

2. Action Plan for Next Semester/Year

| Recommendations | Actions | Responsibility For Implementation | Time | | Needed Support |
|---|---|-----------------------------------|-------|-----|----------------|
| | | | Start | End | |
| 1. Flipped classroom method of teaching | Brief the class at the beginning of the semester - Assign each student a chapter | Instructor Students | | | |
| 2. | | | | | |
| 3. | | | | | |