



Course Specifications (Postgraduate Degree)

Course Title:	Strategic Marketing
Course Code:	MKT538
Program:	Masters in Business Administration
Department:	Marketing
College:	College of Business Administration
Institution:	Prince Sultan University

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A. Course Identification

1. Credit hours:
2. Course type <input type="checkbox"/> Required <input checked="" type="checkbox"/> Elective
3. Level/year at which this course is offered: Final Semester
4. Pre-requisites for this course (if any): MKT530
5. Co-requisites for this course (if any):

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom		
2	Blended		
3	E-learning	Strategic Marketing	Strategic Marketing
4	Distance learning		
5	Other		

7. Actual Learning Hours (based on academic semester)

No	Activity	Learning Hours
1	Lecture	45
2	Laboratory/Studio	
3	Seminars	
4	Others (specify)	
Total		45

B. Course Objectives and Learning Outcomes

1. Course Description

This course focuses on strategic analysis and planning necessary to effectively match marketing strategies in a changing micro, macro and organizational environments. The course is intended to provide an understanding of the conceptual realm of marketing strategy and knowledge of the factors for consideration in making strategic marketing decisions. Students are provided ample opportunity to develop and practice creative problem-solving and decision-making skills to simulate the requirements of today's complex market environment. Sustainability is fast becoming a strategic issue for businesses in all sectors. In this context, the UN Sustainability Development Goal (SDG) No 12: 'Responsible Consumption and Production' will be discussed aligning it with concepts like Societal Marketing and Green-Marketing. Besides, the course will explore the different business models that companies can use to drive change and explains why purpose-driven businesses are particularly well positioned to tackle the world's biggest problems.

2. Course Main Objective

The course is designed to benefit graduate business students, and presumes an understanding of business operations, analysis and the application of marketing as a result of required prerequisites. The major knowledge objectives of the course are -

- To expose the nature of strategic marketing
- To acquire the skills in developing strategic marketing plans
- To develop the strategic thinking in the application of strategic marketing
- To apply the concept of sustainability in business development & strategy

3. Course Learning Outcomes

Course Learning Outcomes (CLOs)		Aligned PLOs*
1	Knowledge and Understanding	
1.1	Describe and reiterate the knowledge and understanding of how marketing leaders use marketing strategy to drive their businesses and maximize company performance.	PLO 1 Advanced Business Knowledge
2	Skills :	
2.1	Develop strategic thinking in the context of complex problems and challenges faced by marketing leaders	PLO 3 Integration Skills
2.2	Attain and apply the necessary analytical and conceptual skills for developing successful marketing strategies by learning to decide which factors in the competitive setting are most likely to affect a business, how you can measure the level of impact of the factors, and what impact the factors are likely to have on a business' future	PLO 3 Integration Skills
2.3	Acquire communication, collaboration and leadership skills in dealing with the uncertainty and changes faced by today's marketers	PLO 5 Global Perspectives
3	Values:	
3.1	Demonstrate the awareness and ability to integrate the various stakeholder requirements domestically and internationally in the inherent uncertainties of developing strategies in dynamic competitive environments	PLO 2 Communication Skills

* Program Learning Outcomes

C. Course Content

No	List of Topics	Contact Hours
1	Overview of the course, course expectations, textbook.	3
2	Market-Oriented Perspectives Underlie Successful Corporate, Business, and Marketing Strategies	3
3	Corporate Strategy Decisions and Their Marketing Implications	6
4	Sustainable Business Strategy & Sustainable Business Tools	6
5	Business Strategies and Their Marketing Implications	3
6	Understanding Market Opportunities	3
7	Targeting Attractive Market Segments	3
8	Differentiation and Brand Positioning	3
9	Marketing Strategies for New Market Entries	3
10	Strategies for Growth Markets	3
11	Strategies for Mature and Declining Markets	3
12	Measuring and Delivering Marketing Performance	3
13	Finalize Individual Presentations	3
14	Group Presentations	3
15	Group Presentations & Course Wrap Up	3
Total		45

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	Knowledge and Understanding		
1.1	Describe and reiterate the knowledge and understanding of how marketing leaders use marketing strategy to drive their businesses and maximize company performance.	Lectures and extensive discussions in class	Essay questions in final exam
2.0	Skills		
2.1	Develop strategic thinking in the context of complex problems and challenges faced by marketing leaders	1) Lecture 2) Extensive class discussions 3) Develop students' critical thinking through decision making exercises and case analysis	1) Case Analysis 2) Business scenarios/case exercise 3) Application and business scenario in final examination
2.2	Attain and apply the necessary analytical and conceptual skills for developing successful marketing strategies by learning to decide which factors in the competitive setting are most likely to affect a business, how you can measure the level of impact of the factors, and what impact the factors are likely to have on a business' future	Require students to do case project analysis (Group work)	Case project analysis
2.3	Acquire communication, collaboration and leadership skills in dealing with the uncertainty and changes faced by today's marketers	1) Facilitate students in group discussions Require students to do case and project presentation in class	Class presentation (Case & group project)
3.0	Values		
3.1	Demonstrate the awareness and ability to integrate the various stakeholder requirements domestically and internationally in the inherent uncertainties of developing strategies in dynamic competitive environments	Require students to do case project analysis (Group work)	Case project analysis

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Industry Analysis	Starts from Week 4	5%
2	Business Scenario/Exercise	Continuous	5%
3	Cases	Week 5 & 10	10%
4	Major Exam	Week 6	20%

#	Assessment task*	Week Due	Percentage of Total Assessment Score
5	Group project	Week 14	20%
6	Final		40%

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

E. Student Academic Counseling and Support

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

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	Walker, O. C., & Mullins, J. W. (2014). Marketing strategy: a decision-focused approach. 8th Edition. McGraw-Hill.
Essential Reference Materials	West, D., Ford, J., & Ibrahim, E. (2015). Strategic marketing: creating competitive advantage. Oxford University Press
Electronic Materials	1) http://marketing.alltop.com/ (+) 2) http://blog.hubspot.com/ 3) http://blog.marketo.com/ 4) https://www.distilled.net/resources/ 5) http://www.wordstream.com/blog 6) http://www.socialmediaexaminer.com/ 7) https://blog.kissmetrics.com/ 8) http://www.internetmarketingninjas.com/blog/ 9) http://allfacebook.com/ 10) http://www.marketingprofs.com/ 11) http://www.clickz.com/category/marketing 12) http://www.circlesstudio.com/blog/ 13) http://www.entrepreneur.com/marketing/onlinemarketing/ (+) 14) http://www.vocus.com/resources/webinars-events/ 15) http://www.ttpmarketingsystem.com/current-marketing-news/ 16) http://adage.com/trend-reports/ (+)
Other Learning Materials	

2. Educational and research Facilities and Equipment Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Classroom
Technology Resources (AV, data show, Smart Board, software, etc.)	Computer, overhead projectors, smartboard, starboard
Other Resources (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
Teaching Effectiveness	PSU	Student evaluation survey Teaching observation
	Department/MBA	
Course Assessment	MBA	Exam/AOL Committee

Evaluation Areas/Issues (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

Evaluators (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

H. Specification Approval Data

Council / Committee	
Reference No.	
Date	