



Faculty of Economics & Administrative Sciences

Department: Marketing

COURSE SYLLABUS

Strategic Marketing

Short Description

Student's Copy

One copy of this course syllabus is provided to each student registered in this course. It should be kept secure and retained for future use.

1. Course Information

1. Course Title : **Strategic Marketing**
2. Course Code :1307725
3. Credit Hours : 3
4. Prerequisite : None
5. Corequisite : None

2. Instructor Information

1. Instructor :Dr. Mustafa S. Al-Shaikh
2. Office :D340
3. Phone :
4. Email :dr.mustafa1971@hotmail.com
5. Office Hours :12-1 pm Sat.

3. Class Time and Place

1. Class Days and Time: Saturday 1-4 pm.
2. Class Location :Al Khawarezmi Building
3. Lab Days and Time : -----
4. Lab Location : -----

4. Course Policies

University regulations are applied to this course, regarding Class Attendance; Punctuality, Exam, Makeup Exams; Absence with permission; Penalties for Cheating; and Policies for Assignment and Projects. Students Should be aware of all those in addition to other rules and regulations.

5. Resources

Main Reference Text Book:

David W. Craves and Nigel Piercy(2014).Strategic Marketing ,McGraw-Hill International Edition,Ninth Edition.

Additional Reference (s):

6. Course Description and Purpose

. **Course Description:** This course covers steps for preparing .

Strategic marketing uses a decision making perspective to examine the key concepts and issues involved in analyzing and selecting strategies .It is apparent that many instructors want to examine marketing strategy beyond the traditional emphasis on marketing functions .Marketing strategies is considered from a total business perspective .This course will examine the steps in developing a marketing strategies program.

7. Course Learning Outcomes

Upon successful completion of this course, the learner should be able to:

A- Knowledge and understanding (students should):-

Understand the role and objectives of strategic marketing works for the firms.

B- Intellectual skills with ability to:-

Study the different firms skills and marketing strategies using during the practicing marketing activities .

C- Subject Specific Skills:

At the end of the course, students will be able to:

Know and familiar with techniques of adapting marketing strategy during the jobs of marketing activities.

C- Transferable skills – with ability to:-

Global practices for strategic management.

8. Methods Of Teaching

The methods of instruction may include, but are not limited to:

1. Lectures
2. Discussion and problem solving
3. Brainstorming
4. Individual assignments
5. Case Study
6. Asking students to give a presentation in a specific subject or problem related to the course
7. Lecturing using PowerPoint Presentations, mixed with discussion with students
8. Asking students to prepare a term paper about a subject or a problem related to the course, and discuss it in the class.

9. Course Learning Assessment/Evaluation

The following methods of learning assessment will be used in this course:

	Assessment	Weight	Description
a	2 Tests - Mid Exam - Final Exam	10% 30% 40%	- Multiple choice questions - True/False - Short answers - Essay Questions - Problem solving

			- Explanations
b	Actives such as Quizzes	10%	- Multiple choices questions - True /False - Short answers - Problem solving
c	Assignments Research proposal	10%	- Asking students to prepare a term paper about a subject or a problem related to the course, and discuss it in the class
d	Presentations/participation	10%	- Student participation - Course portfolio
	Total	100%	

Note: The details for the above methods of assessment are presented below:

(a) Tests

Test	Weight %	CLO	Due Date
Mid	30%		
Final	40%		
Total	70%		

(b) Quizzes

Method+	Weight	CLO	Focus & Scope	Due Date
Case study	10			
Total				

Relevant CLO will be addressed based on selected topics, will be determined by the instructor according to his/her decision regarding emphasis on selected topics.

(c) Assignments

Assignment	Weight	CLO	Scope & Focus	Due Date
Assignments	10			

(d) Participation

Method	Weight	CLO	Focus & scope	Due Date
Participation & Presentation	10			
Total	10%			

All CLO's will be addressed in the students' participation, depending on the class and topic under consideration

10. Course Schedule/Calendar

Wk No.	Topic	Assignments/ workshops due date	Reference in the textbook	CLO
1,	Market-Driven Strategy			1
2,3	Markets and Competitive Space			2
3,4	Strategic Market Segmentation			3
4	Market Targeting and Strategic Positioning			6
6	▪ Mid Exam			
7	Strategic Relationships			7
8,9	Planning for New Products			8
10,11	Strategic Brand Management			9
12,13	Value Chain Strategy			10
14,15	Pricing Strategy and Management			11
16	Final Test			

Special Equipment or Supplies