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| 1. Course code: | MKT464 | | | 1. Course title: | | | | | | Strategic Marketing | | | | | | | | | | | |
| 1. College: College of Business Administration | | | | | | | | | | | | | | | | | | | | | |
| 1. Department: Management and Marketing | | | | | | | | | | | | | | | | | | | | | |
| 1. Program: B.Sc. Business Marketing | | | | | | | | | | | | | | | | | | | | | |
| 1. Course credits: 3-credit hour | | | | | | | | | | | | | | | | | | | | | |
| 1. Course NQF Level: 6-7-8 | | | | | | | | | | | | | | | | | | | | | |
| 1. NQF Credits: TBA | | | | | | | | | | | | | | | | | | | | | |
| 1. Prerequisite: 90 credit hour | | | | | | | | | | | | | | | | | | | | | |
| 1. Lectures Timing & Location: Online   Section 1: U 12:00 To 12:50, online only Section 1  H 12:00 To 01:40, online, with section 2  Section 2: U 14:00 To 14:50, online only Section 2  H 12:00 To 13:40, online with section 1  Section 3: U 13:00 To 13:50, online only Section 3  H 14:00 To 15:40, online with section 4  Section 4: U 15:00 To 15:50, online only Section 4  H 14:00 To 15:40, online with section 3 | | | | | | | | | | | | | | | | | | | | | |
| 1. Course web page: | | | | | | | | | | | | | | | | | | | | | |
| 1. Course Instructor: Dr. Makarand Upadhyaya | | | | | | | | | | | | | | | | | | | | | |
| 1. Office Hours and Location: online, mupadhyaya@uob.edu.bh | | | | | | | | | | | | | | | | | | | | | |
| 1. Course coordinator: Dr. Makarand Upadhyaya | | | | | | | | | | | | | | | | | | | | | |
| 1. Academic year: 2020-2021 | | | | | | | | | | | | | | | | | | | | | |
| 1. Semester: | |  | First | | | | | **X** | | | Second | | | |  | | Summer | | | | |
| 1. Textbook (s)  * Marketing Strategy, By Orville C. Walker, Jr. / John W. Mullins, McGraw Hill Publication, Eighth Edition, ISBN: 978-0078028946, 2013 | | | | | | | | | | | | | | | | | | | | | |
| 1. References from the Library (<http://www.ac-knowledge.net/uobv3/>):  * Palmer, A Principles of Service marketing (5th Edition) McGraw Hill | | | | | | | | | | | | | | | | | | | | | |
| |  | | --- | | 1. Other resources used (e.g., e-Learning, field visits, periodicals, software, etc.) 2. Keller, K Strategic Brand Management (3rd Edition) Pearson 3. Marketing Management – Mullins, Walker , Boyd , McGraw Hill (6th Edition), 4. Online marketing case studies and videos. 5. Journal of Marketing. 6. Journal Of Marketing Strategy |  1. Other learning resources used (e.g., e-Learning, field visits, periodicals, software, etc.): | | | | | | | | | | | | | | | | | | | | | |
| 1. Course description (as per the published):   Understanding of the marketing strategy planning process within firms, marketing management problems encountered by senior marketing managers, marketing opportunity assessment segmentation, competitive positioning and integration of product service, price, promotion and distribution. | | | | | | | | | | | | | | | | | | | | | |
| 1. Course Intended Learning Outcomes (CILOs): | | | | | | | | | | | | | | | | | | | | | |
| CILOs | | | | | *Mapping to PILOs* | | | | | | | | | | | | | | | | |
| Learning goals | | | | | a. Knowledge | | b. Globalization | | | | | c. Skills | | d. Communication | | | | e. Competencies | | f. Values | |
|  | | | | | a1: General Knowledge | a2: Specific knowledge | b1: International cross-cultural | | b2: Global Perspective | | | c1: Thinking skills | c2: Analytical skills | d1: Communication (Writing) | | d2: Communication (Oral) | | e1: Leadership skills | e2: Teamwork | f1: Ethics | f2: Social responsibility |
| 1. Understand the nature and characteristics of strategic marketing, market orientation and implications on the marketing mix elements, and different types of strategies. | | | | | x | x |  | |  | | |  |  |  | |  | |  |  |  |  |
| 2. Analyze the environment and opportunity, consumer business buyer’s behavior in the marketing context, and information collected from Internal and external sources and their effect on formulating strategies. | | | | |  |  |  | |  | | |  |  | x | |  | |  |  | x |  |
| 3. Apply the concepts and strategies covered in the course to different contexts of strategy setting. | | | | |  |  |  | | x | | |  |  |  | | x | |  |  |  |  |
| 4. Collaborate with other classmates productively in the discussion and group work whenever applicable; communicate and present information effectively. | | | | |  |  |  | |  | | | x |  |  | |  | |  |  | x |  |

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| 1. Course assessment: | | | | |
| *Assessment Type* | *Details/ Explanation of Assessment in relation to CILOs* | *Number* | *Weight* | *Date (s)* |
| Continuous Assessment (Case Study) | 1 | 2 | 15 % | 21/02/2021 |
| Engagement Activities (1-hour) | 2 | 3 | 15 % | 16/03/2021 |
| Assignments | 2,3 | 1 | 20 % | 12/04/2021 |
| Project | 1,2,4 | 1 | 10% | 30/04/2021 |
| Final Examination  (Respondus) | 1,3,4 | 1 | 40% | 07/06/2021 |
| Total |  |  | 100% |  |

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| 1. Description of Topics Covered | |
| *Topic Title*  *(e.g., chapter/experiment title)* | *Description* |
| Chapter 1  Market-Oriented Perspectives Underlie Successful Corporate, Business, and Marketing Strategies | Three Levels of Strategy: Similar Components but Different Issues, What Is Marketing's Role in Formulating and Implementing Strategies, Formulating and Implementing Marketing Strategy-An Overview of the Process. |
| Chapter 3  Business Strategies and Their Marketing Implications | Strategic Decisions at the Business-Unit Level, How Do Businesses Compete, How Do Competitive Strategies Differ from One Another, Deciding When a Strategy Is Appropriate: The Fit Between Business Strategies and the Environment , How Different Business Strategies Influence Marketing Decisions |
| Chapter 4  Understanding Market Opportunities | Markets and Industries: What's the Difference, Assessing Market and Industry Attractiveness ,Macro Trend Analysis: A Framework for Assessing Market Attractiveness, Macro Level , Your Market Is Attractive: What about Your Industry |
| Chapter 5  Measuring Market Opportunities: Forecasting and Market Knowledge | Every Forecast Is Wrong, A Forecaster's Tool Kit: A Tool for Every Forecasting Setting, Rate of Diffusion of Innovations: Another Perspective on Forecasting, Why Data? Why Marketing Research, Customer Relationship Management: Charting a Path Toward Competitive Advantage |
| Chapter 6  Targeting Attractive Market Segments | Do Market Segmentation and Target Marketing Make Sense in Today's Global Economy, How Are Market Segments Best Defined, Choosing Attractive Market Segments: A Five-Step Process, Different Targeting Strategies Suit Different Opportunities |
| Chapter 7  Differentiation and Brand Positioning | Differentiation: One Key to Customer Preference and Competitive Advantage, The Outcome of Effective Positioning: Building Brand Equity ,Positioning Decisions in Global Markets ,Some Caveats in Positioning Decision Making |
| Chapter 8  Marketing Strategies for New Market Entries | Sustaining Competitive Advantage over the Product Life Cycle, New Market Entries-How New Is New, Objectives of New Product and Market Development ,Market Entry Strategies: Is It Better to Be a Pioneer or Follower, Strategic Marketing Programs for Pioneers |
| Chapter 9  Strategies for Growth Markets | Opportunities and Risks in Growth Markets, Growth-Market Strategies for Market Leaders, Share-Growth Strategies for Followers |
| Chapter 12  Organizing and Planning for Effective Implementation | Designing Appropriate Administrative Relationships for the Implementation of Different Competitive Strategies, Designing Appropriate Organizational Structures and Processes for Implementing Different Strategies, Marketing Plans: The Foundation for Implementing Marketing Actions |
| Chapter 13  Measuring and Delivering Marketing Performance | Designing Marketing Metrics Step by Step, Design Decisions for Strategic Monitoring Systems, Design Decisions for Marketing Metrics, A Tool for Periodic Assessment of Marketing Performance: The Marketing Audit, Measuring and Delivering Marketing Performance |

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| 1. Weekly Schedule | | | | | |
| *Week* | *Date* | *Topics covered* | *CILOs* | *Teaching Method* | *Assessment* |
| *1* | 7-11 Feb. | Introduction to the course and its relation to other coursesCourse outline review | 1,2 | *2-hour lecture:* | *Case study* |
| *1-hour lecture* |
| *2* | 14-18 Feb | Chapter 1  Market-Oriented Perspectives Underlie Successful Corporate, Business, and Marketing Strategies | 1,2 | *2-hour lecture:* | *Class activates* |
| *1-hour lecture* |
| *3* | |  | | --- | | 21-25 Feb. | | Chapter 3 Business Strategies and Their Marketing Implications | 1,2,3 | *2-hour lecture:* | *Case study* |
| *1-hour lecture* |
| *4* | 28 Feb.- 4 March | Chapter 3  Business Strategies and Their Marketing Implications | 1,3,4 | *2-hour lecture:* | *Assignment* |
| *1-hour lecture* |
| *5* | 7-11 March | Chapter 4  Understanding Market Opportunities | 2,4 | *2-hour lecture:* | *Class Case study* |
| *1-hour lecture* |
| *6* | 14-18 March | Chapter 5  Measuring Market Opportunities: Forecasting and Market Knowledge | 2,4 | *2-hour lecture:* | *Case study* |
| *1-hour lecture* |
| *7* | 21-25 March | Chapter 6  Targeting Attractive Market Segments | 2,4 | *2-hour lecture:* | *Project* |
| *1-hour lecture* |
| *8* | 28 March  -1 April | Chapter 7  Differentiation and Brand Positioning | 3,4 | *2-hour lecture:* | *Assignment* |
| *1-hour lecture* |
| *9* | 4-8 April | Mid Semester Break |  |  |  |
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| *10* | 11-15 April | Chapter 8  Marketing Strategies for New Market Entries | 2,4 | *2-hour lecture:* | *Final* |
| *1-hour lecture* |
| *11* | 18-22 April | Chapter 9  Strategies for Growth Markets | 3,4 | *2-hour lecture:* | *Final* |
| *1-hour lecture* |
| *12* | 25-29 April | Chapter 9  Strategies for Growth Markets | *3,4* | *2-hour lecture:* | *Final* |
| *1-hour lecture* |
| *13* | |  | | --- | | 2-6 May | | Chapter 12  Organizing and Planning for Effective Implementation | 3,4 | *2-hour lecture:* | *Final* |
| *1-hour lecture* |
| *14* | |  | | --- | | 9-13 May | | Chapter 13  Measuring and Delivering Marketing Performance | 3,4 | *2-hour lecture:* | *Final* |
| *1-hour lecture* |
| *15* | 16-20 May | Chapter 13  Measuring and Delivering Marketing Performance | 2,4 | *2-hour lecture:* | *Final* |
| *1-hour lecture* |
| *16* | 23-27 May | Chapter 13  Measuring and Delivering Marketing Performance | 2,4 | |  | | --- | | *2-hour lecture:* | | *1-hour lecture* | | *Final* |