



## Course Specifications

<b>Course Title:</b>	<b>Marketing Strategies</b>
<b>Course Code:</b>	<b>MKT10603</b>
<b>Program:</b>	<b>Bachelor of Marketing</b>
<b>Department:</b>	<b>Marketing</b>
<b>College:</b>	<b>College of Business Administration</b>
<b>Institution:</b>	<b>Albaha University</b>

## Table of Contents

<b>A. Course Identification</b> .....	<b>3</b>
6. Mode of Instruction (mark all that apply) .....	3
<b>B. Course Objectives and Learning Outcomes</b> .....	<b>3</b>
1. Course Description .....	3
2. Course Main Objective.....	3
3. Course Learning Outcomes .....	4
<b>C. Course Content</b> .....	<b>4</b>
<b>D. Teaching and Assessment</b> .....	<b>4</b>
1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods .....	4
2. Assessment Tasks for Students .....	5
<b>E. Student Academic Counseling and Support</b> .....	<b>5</b>
<b>F. Learning Resources and Facilities</b> .....	<b>5</b>
1. Learning Resources .....	5
2. Facilities Required.....	5
<b>G. Course Quality Evaluation</b> .....	<b>6</b>
<b>H. Specification Approval Data</b> .....	<b>6</b>

## A. Course Identification

<b>1. Credit hours: 03</b>
<b>2. Course type</b>
a. University <input type="checkbox"/> College <input type="checkbox"/> Department <input checked="" 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: 6<sup>th</sup> Level / 3<sup>rd</sup> Year</b>
<b>4. Pre-requisites for this course (if any): Principles of Marketing M10301</b>
<b>5. Co-requisites for this course (if any): None</b>

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

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	42	95%
2	Blended	03	5%
3	E-learning	-	-
4	Distance learning	-	-
5	Other	-	-

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

No	Activity	Contact Hours
1	Lecture	45
2	Laboratory/Studio	-
3	Tutorial	-
4	Others (specify)	-
	<b>Total</b>	<b>45</b>

## B. Course Objectives and Learning Outcomes

**1. Course Description:** The course examines the development and implementation of marketing strategy by providing a framework from which to identify and evaluate strategic options and programs. Topics include strategic marketing planning, developing competitive advantage, Customer satisfaction, Product & Pricing strategy, marketing strategy implementation systems. This course requires that students have a strong foundation of marketing knowledge gained from Principles of Marketing (a knowledge of market segmentation).

**2. Course Main Objective:** This course is focused on helping students to become a strategic marketer, so that they can create, gain support for and execute marketing plans that will build strong and enduring businesses. The broad goal of the course is to develop their analytical skills with respect to developing market strategies for firms. This course will give students an in-depth understanding of all marketing fundamentals.

### 3. Course Learning Outcomes

CLOs		Aligned PLOs
<b>1</b>	<b>Knowledge and Understanding</b>	
1.1	Recall the key principles of marketing strategy	K3
1.2	Describe marketing plan	K3
<b>2</b>	<b>Skills:</b>	
2.1	Determine market strategy through integrating marketing concepts.	S1
2.2	Analyse firm's situation through applying internal and external analyses.	S2
<b>3</b>	<b>Values:</b>	
3.1	Compose a written work for a business context.	V2
3.2	Demonstrate teamwork and time management in resolving marketing issues	V3

### C. Course Content

No	List of Topics	Contact Hours
1	The Challenges and Opportunities of Marketing in Today's Economy	6
2	Strategic Marketing Planning	6
3	Marketing Ethics and Social Responsibility in Strategic Planning	6
4	Developing Competitive Advantage and Strategic Focus	3
5	Customers, Segmentation, and Target Marketing	3
6	Product Strategy	6
7	Pricing Strategy	6
8	Distribution and Supply Chain Management	3
9	Developing and Maintaining Long-Term Customer Relationships	3
<b>Total</b>		<b>45</b>

### D. Teaching and Assessment

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

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
<b>1.0</b>	<b>Knowledge and Understanding</b>		
1.1	Recall the key principles of marketing strategy	Lectures, Illustrative Examples	Exams Assignment
1.2	Describe marketing plan	Lectures, Illustrative Examples	Exams Assignment
<b>2.0</b>	<b>Skills</b>		
2.1	Develop market strategy through integrating marketing concepts.	Lectures, Problem solving Brainstorming	Exams Assignment Direct Questions
2.2	Analyse firm's situation through applying internal and external analyses.	Lectures Active Learning	Exams Quizzes Homework

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
3.0	<b>Values</b>		
3.1	Compose a written work for a business context.	Group discussion Cooperative Learning Self-Learning	Direct Questions Presentations
3.2	Demonstrate teamwork and time management in resolving marketing issues	Group discussion Cooperative Learning Self-Learning	Direct Questions Presentations Case studies

## 2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Midterm exam	7	30
2	Assignments/ Homework/ Discussion	4 -10	10
3	Presentations (Individual/ Group)	12	10
4	Final Examination	16	50

\*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:**

Instructor will be available for student consultation and academic advice in his specified office hours.

## F. Learning Resources and Facilities

### 1. Learning Resources

<b>Required Textbooks</b>	Marketing Strategy O.C.Ferrel ; Mihel D.Harline Fifth Edition, South Western Cengage Learning
<b>Essential References Materials</b>	
<b>Electronic Materials</b>	
<b>Other Learning Materials</b>	Marketing Strategies: Ashok Ranchhod, Calin Gurau Prentice Hall Pearson Education

### 2. Facilities Required

Item	Resources
<b>Accommodation</b> (Classrooms, laboratories, demonstration rooms/labs, etc.)	Classroom which can accommodate 40 students
<b>Technology Resources</b> (AV, data show, Smart Board, software, etc.)	Smart Board, Data Show
<b>Other Resources</b> (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	Projectors, Printers, scanners, etc.

## G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Course evaluation	Students	Survey questionnaire
Student experience evaluation	Students	Survey questionnaire
Instructors' Team evaluation	Team of instructors	Review meetings
External evaluation	Advisors / or experts	Course Files Review Samples of student's work reviewed by internal faculty
Quality review	Program Quality Committee CBA Academic Accreditation Unit	Course Files Review

**Evaluation areas** (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

<b>Council / Committee</b>	Marketing Department Council
<b>Reference No.</b>	Ref:DMISEM27092020
<b>Date</b>	27/09/2020