



## Course Specifications

<b>Course Title:</b>	<b>Case Studies in Marketing</b>
<b>Course Code:</b>	<b>MKT10801</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>

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## A. Course Identification

<b>1. Credit hours:</b>	<b>3</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:</b>	<b>8<sup>th</sup> Level / 4<sup>th</sup> Year</b>
<b>4. Pre-requisites for this course (if any):</b>	<b>None</b>
<b>5. Co-requisites for this course (if any):</b>	<b>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:

This course introduces students to case study analysis. Case studies are stories that present a complex problem of the real world. This case study course will focus on business cases in the different areas of marketing. This course will develop systems and techniques for analysing the internal strengths and weaknesses of diverse organizations and the external environments in which they operate. Students will use strategies and develop implementation plans that will apply organizational resources to opportunities and threats in its external environment.

### 2. Course Main Objective:

The course will integrate the knowledge and skills obtained in prior courses towards problem analysis and solution. It will the capacity to think strategically about a company, its business position, and how it can gain and maintain a competitive advantage. It will also augment the capacity to challenge others and jointly develop strategic objectives within a multi-faceted organization. Further it will enhance both cooperative learning and communication skills (both oral and written) via presentations, written cases, and group interdependences.

### 3. Course Learning Outcomes

CLOs		Aligned PLOs
1	<b>Knowledge and Understanding</b>	
1.1	List the role of case study in solving problems	K2
1.2	Describe internal and external environment using Case study method	K2
2	<b>Skills:</b>	
2.1	Assess the effectiveness of case study in solving issues	S2
2.2	Evaluate the application of case study methodology in decision making	S3
3	<b>Values:</b>	
3.1	Resolve a case study using the principles of marketing.	V2
3.2	Demonstrate teamwork and time management in resolving marketing issues	V3

### C. Course Content

No	List of Topics	Contact Hours
1	Course Introduction:	6
2	Method and approach in solving Case studies	3
3	Case study on Marketing	3
4	Case study on International Marketing	6
5	Case Study on New Product Development	6
6	Case study on Distribution Channels	6
7	Case study on Marketing Strategies	6
8	Case Study on Services Marketing	3
9	Case Study on Pricing Strategies	3
10	Case Study on Advertising	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
1.0	<b>Knowledge and Understanding</b>		
1.1	List the role of case study in solving problems	Lectures, Illustrative Examples	Exams Assignment
1.2	Describe internal and external environment using Case study method	Lectures, Illustrative Examples	Exams Assignment
2.0	<b>Skills</b>		
2.1	Assess the effectiveness of case study in solving issues	Lectures, Problem solving Brainstorming	Exams Assignment Direct Questions
2.2	Evaluate the application of case study methodology in decision making	Lectures Active Learning	Exams Quizzes Homework

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
3.0	<b>Values</b>		
3.1	Resolve a case study using the principles of marketing	Group discussion Self-Learning	Presentations Case Studies
3.2	Demonstrate teamwork and time management in resolving marketing issues	Group discussion Self-Learning	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

## 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>	There is no textbook required. The Instructor will provide with the cases before the commencement of classes to the students every semester.
<b>Essential References Materials</b>	
<b>Electronic Materials</b>	
<b>Other Learning Materials</b>	

### 2. Facilities Required

Item	Resources
<b>Accommodation</b> (Classrooms, laboratories, demonstration rooms/labs, etc.)	Classroom which can accommodate approximately Thirty (30) students.
<b>Technology Resources</b> (AV, data show, Smart Board, software, etc.)	Smart Board, Data Show

Item	Resources
<b>Other Resources</b> (Specify, e.g., if specific laboratory equipment is required, list requirements or attach a list)	None

### 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

### H. Specification Approval Data

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