



Kuwait University
College of Business Administration
Management and Marketing Department



Course Syllabus
MKT 505 Marketing Management Strategy
MBA FALL 2022/2023
Professor: Adel A Al-Wugayan

Lecture Time and Location

MKT 1015505 - 00: Tue 17:00 -19.50 DG 1004 (Ground Floor)

Required Textbook and Materials

Marketing Strategy, Text and Cases, Authors: Ferrell & Hartline, 6th or 7th Edition South-Western, Cengage Learning Publishing.

Supplemental Materials:

Marketing Strategy & Competitive Positioning (Sixth Edition) Graham Hooley, Nigel F. Piercy, Brigitte Nicoulaud, John M. Rudd, Pearson Publishing Company.

Contact Information

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Teaching Assistant

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Course Description

Strategic Marketing Management is the bedrock foundation for all businesses that strive for success in the marketplace. Hence, this graduate course will provide you with the opportunity to apply relevant marketing knowledge to formulate the marketing plan through a systematic approach. Acting as a manager, class participants must apply these crucial marketing activities while achieving a high level of efficiency that require using minimum firm's resources to attain high outcome. Participants in this class are expected to apply their marketing knowledge in real situations through examples and cases while being mindful of changes in the marketing environment.

As an advanced graduate course, an interactive teaching approach will be applied. Selected topics and chapters will be assigned to groups to prepare and lead class presentation and discussion with the remaining groups. I will act as a discussion leader and moderator of student discussions pertaining to the topics covered in this class. Finally, each group should construct a real marketing

plan and will be presenting it to class where a class competition will be held and students will participate in evaluating other group members.

Course Learning Objectives (CLOs)

Upon successful completion of the course, students will be able to:

- CLO1.** Reinforce the concepts of marketing and marketing management
- CLO2.** Apply marketing tools to evaluate internal and external marketing contexts
- CLO3.** Analyze and identify marketing activities in support of vision, mission, and strategic objectives
- CLO4.** Develop marketing plan that integrates the various parts of the marketing mix

CLO Mapping to CBA Skill Based Competency Goals*

| CLO | Competency Goal | | | |
|-----|-----------------|---------------|------------------------|-----------------|
| | Analytical | Communication | Information Technology | Business Ethics |
| 1 | R | | | |
| 2 | | | A | |
| 3 | | | | A |
| 4 | | A | | |

Type of Emphases:

Course Requirements and Policies

- **Group Project:** A maximum number of two students can form a group in this class. Each group are responsible for putting a marketing plan for any real firm of their choice. The final project is expected to be submitted 2 weeks before the last day of classes. Late submission can be accepted with 10% **loss of points** for each day after the deadline (example: 3 days late is 30% loss of points).
- **In-Class Tests:** There are total 2 in-class tests. These tests are scheduled as two midterm exams.
- **Participation:** Your active participation in class discussions is very important factor in determining your learning quality. You will be assigned to prepare and present a topic for selected class to train you on presenting your ideas in a controlled learning environment and to develop your communication skills. Furthermore, the quality of your participation in discussing what your colleagues are proposing in a thoughtful and meaningful way is indicative of your understanding and ability to learn, retain, and apply marketing knowledge.
- **Class Preparation – Assigned readings:** Preparation for each class is a must. Chapters of the required textbook should be read and questions will be directed to ensure proper comprehension
- **Attendance and Participation:** Every student in this course must abide by the Kuwait University Policy on Attendance (published in the Student Guide, Chapter 3, Section 13). A copy of the student guide can be accessed online on:
http://www.kuniv.edu/cs/groups/ku/documents/ku_content/kuw055940.pdf
- **Cheating and Plagiarism:** Every student in this course must abide by the Kuwait University Policy on Cheating and Plagiarism (published in the Student Guide, Chapter 3, Section 2). A copy of the student guide can be accessed online on:
http://www.kuniv.edu/cs/groups/ku/documents/ku_content/kuw055940.pdf
 Please carefully note all sources and assistance when you turn in your work. Under no circumstances should you take credit for work that is not yours. You should neither receive nor give any unauthorized assistance on any deliverable. If you have any questions about what constitutes “unauthorized assistance” please email me before the deliverable is submitted.

* CBA Competency Goals can be found at the end of this document

CBA Competency Goals

1. **Analytical Competency:** A CBA graduate will be able to use analytical skills to solve business problems and make a well-supported business decision.

Student Learning Objectives:

- 1.1. Use appropriate analytical techniques to solve a given business problem.
- 1.2. Critically evaluate multiple solutions to a business problem.
- 1.3. Make well-supported business decisions.

2. **Communication Competency:** A CBA graduate will be able to communicate effectively in a wide variety of business settings.

Student Learning Objectives:

- 2.1. Deliver clear, concise, and audience-centered presentations.
- 2.2. Write clear, concise, and audience-centered business documents.

3. **Information Technology Competency:** A CBA graduate will be able to utilize Information Technology for the completion of business tasks.

Student Learning Objectives:

- 3.1. Use data-processing tools to analyze or solve business problems.

4. **Ethical Competency:** A CBA graduate will be able to recognize ethical issues present in business environment, analyze the tradeoffs between different ethical perspectives, and make a well-supported ethical decision.

Student Learning Objectives:

- 4.1. Identify the ethical dimensions of a business decision.
- 4.2. Recognize and analyze the tradeoffs created by application of competing ethical perspectives.
- 4.3. Formulate and defend a well-supported recommendation for the resolution of an ethical issue.

5. **General Business Knowledge:** A CBA graduate will be able to demonstrate a basic understanding of the main business disciplines' concepts and theories.

Student Learning Objectives:

- 5.1. Acquire a fundamental understanding of knowledge from the main business disciplines (e.g., finance, accounting, marketing, and management information systems, among others).

Grading

The scores in this course will be the weighted average of the following items:

| Weight | Description |
|--------|--|
| 15% | Attendance preparation and Participation |
| 40% | Final - Marketing Plan Project |
| 5% | Final- Presentation of marketing plan |
| 20% | Midterm 1 |
| 20% | Midterm 2 |
| 100% | TOTAL |

Grade Distribution

| Grade | Range |
|-------|---------------|
| A | ≥ 95 |
| A- | ≥ 90 and < 95 |
| B+ | ≥ 87 and < 90 |
| B | ≥ 83 and < 87 |
| B- | ≥ 80 and < 83 |
| C+ | ≥ 77 and < 80 |
| C | ≥ 73 and < 77 |
| C- | ≥ 70 and < 73 |
| D+ | ≥ 65 and < 70 |
| D | ≥ 60 and < 65 |
| F | < 60 |

Course Outline

Course Time Table

| Weeks Dates | Topics | Progress Report/Exams |
|---------------------|--|--|
| Week 1: 27/9/2022 | Ch. 1. Marketing in Today's Economy. | <i>Read Chapter before attending class</i> |
| Week 2: 4/10/2022 | Ch.2. Strategic Marketing Planning | <i>Group 1 presenting Ch2 and class discussion</i> |
| Week 3: 11/10/2022 | Ch.3. Collecting and Analyzing Marketing Information | <i>Group 2 presenting Ch3 and class discussion</i> |
| Week 4 :18/10/2022 | Ch.4. Developing Competitive Advantage and Strategic Focus. | <i>Group 3 presenting Ch 4 and class discussion</i> |
| Week 5 :25/10/2022 | Ch.5. Customers, Segmentation, and Target Marketing. | <i>Group 4 presenting Ch 5 and class discussion</i> |
| Week 6: 1/11/2022 | Midterm 1 | Midterm 1 Ch. 1,2,3,4) |
| Week 7 :8/11/2022 | Ch.6. The Marketing Program. | First Progress report due. (Apply knowledge in Ch1, Ch2, Ch3, Ch4) |
| Week 8 :15/11/2022 | Ch.6. The Marketing Program. | <i>Read Chapter before attending class</i> |
| Week 9 :22/11/2022 | Ch.7. Branding and Positioning. | <i>Read Chapter before attending class</i> |
| Week 10 :29/11/2022 | Ch.8. Ethics and Social Responsibility in Marketing Strategy | <i>Read Chapter before attending class</i> |
| Week 11: 6/12/2022 | Midterm 2 | Midterm 2 (Ch 5-6-7-8) |
| Week 12: 13/12/22 | Ch.9. Marketing Implementation and Control | Progress Report 2 (Apply knowledge in Ch5, Ch6, Ch7, Ch8, Ch 9) |
| Week 13 :20/12/2022 | Project Presentations | Slides and final project |

Important Dates

| Date | Activity |
|-------------|---|
| 3/11/2022 | Last day to drop a course |
| 1/11/2022 | Midterm exam |
| 6/12/2022 | Midterm 2 |
| 20/12/2022 | Final - Project Submission and presentation |
| 22/12/2022 | Last day of classes |