



Kuwait University
College of Business Administration
MBA Program



Marketing Strategy (505)
Course Syllabus, Fall 2023
<Abdullah Sultan>
Marketing Strategy 505

Lecture Time and Location: Wed 5:00-8:00PM CG1006
DEPT: MANAGEMENT AND MARKETING

Contact Information:

Location : **MANAGEMENT AND MARKETING DEPARTMENT**
Email : **abdullah.sultan@ku.edu.kw**
Office : **BF 171**
Office Hours : **Every week after class**

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.

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 Goals¹

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

Type of Emphases:

- **(I)ntroduce:** Students will be introduced to the skill and their grasp of it assessed in the course.
- **(A)pply:** The course will not cover the skill. Students should have a high-level grasp of the skill and are required to apply it in the course.



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- **(R)einforce:** Students should have an introductory-level grasp of the skill and the course will improve their mastery to a higher level.

Reference Materials:

Textbook:

Marketing Strategy by Ferrell and Hartline, 7th edition

Additional Material:

- 1) Strategic Marketing Management by Chernev and Kotler, 9th edition
- 2) Contagious: Why things catch on by Jonah Berger, 2012
- 3) Hooked: How to build habit-forming products by Nir Eyal, 2014

E-Learning System: Microsoft Teams

Course Website: Microsoft Teams

Assignments: You must come to class ready to discuss the assignment for the day, be it a chapter from the textbook, a case, or an assignment given in class the day before. During the semester, I may assign outside readings in addition to the text chapters. ****All written assignments must be typed in Times 12pt font, 1 inch margins, and double spaced. ** Any assignment that is not typed or in the correct format will receive automatic point deductions.**

Exams: There are two exams in this class. Exams must be taken at the scheduled time. Barring an EMERGENCY, you MUST take the exams on those dates OR you will receive a zero (0).

Participation: Participation in this class is required. This means that you must come to class prepared, having read the assignment for the day, and ready to discuss it. *I'm looking for evidence that you've read and thought about the assignment and that you are able to relate the assignment to your intuition and personal experiences.* If you are shy and have trouble speaking up in class, please talk to me during the first week of class; we will work on a way for you to feel more at ease in class. Do not wait until the end of the semester to tell me that you don't like to talk in class – it is difficult for me to do anything to help you at that point. Remember – preparation is a great way to reduce nervousness! I also encourage you to bring in news articles, stories, anecdotes, etc. as they pertain to the topic of the day.

Attendance and Participation: It is enough to say that if you do not attend class, it will be very difficult to get a good grade. You are **expected** to be here every day. If you miss a class, you will receive - 0.25 point for the day you missed. If you have an emergency, please talk to me or send me an email explaining the reason before you miss the class. No outside activity from another class takes precedence over this class. Part of your grade is based on participation, and it is quite difficult to participate when you are not in class. **Attendance will be required on presentation days (even if your group is not presenting that day) as well as on days that we have a guest speaker.** Missing class during a mandatory attendance day will result in your overall class grade being lowered by 2%.

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



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This course has a significant seminar component and class participation is critical to the learning experience. Participation will be assessed in each class period. Your class participation and attendance will both contribute to your score of in-class performance.

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.

Instructions for Course Assignments

Book Analysis: This assignment involves your analysis of one of 2 assigned books. You are responsible for analyzing the book, criticizing its approach, and provide a clear roadmap/marketing plan for entrepreneurs to implement the approach. More importantly, you must select a real-world product that has had a decline in consumption (i.e., trending for a short period of time and then declined). Your job is to suggest a roadmap/marketing plan, based on the assigned book, to make the product contagious and customers hooked. For the written report, there is no minimum or maximum number of pages. You will present your roadmap in class. The written analysis is worth 70 points and presentation is worth 30 points (total = 10% of the course grade).

Case Studies. In these case studies, you must answer the case questions and provide a single PDF file (single space, 12” font, 1” margin) containing all text. The case studies are worth 100 points (10% of the course grade).



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Guidelines for Assignments

- 1) All work must be original and performed by the student. Note that cutting and pasting directly from web pages is considered to be plagiarism. Likewise, collusion on individual assignments will not be tolerated.
- 2) In addition to the completion of the requirements for each assignment, written work is graded on the basis of appearance, organization, writing style (clarity, spelling, and grammar), comprehensiveness, justification or support of ideas, and creativity. Assignments should be thoroughly checked for completeness and consistency.
- 3) All oral presentations, if applicable, are graded on the basis of preparation, logical organization, professionalism, nonverbal elements, quality of visuals, speech (tone, clarity, grammar), creativity, and presentation style (eye contact, mannerisms, lack of dependence on notes). Reading notes or overheads to the class is unprofessional and will not be tolerated.
- 4) **Late assignments will not be accepted. No exceptions.**
- 5) Physical requirements of all assignments (**Failure to conform to these requirements will result in a minimum one letter grade penalty**):
 - All work must be typed and double spaced, with margins of no more than one inch on all sides. Check your word processing software to ensure that it produces a document that adheres to these guidelines.
 - Divide your work into sections that correspond to the questions or steps of each assignment. You must use headings and subheadings to organize your work.
 - Cite all external sources and include a "References" section at the end of each assignment. Remember that external sources include personal interviews and the address of any web site used in your assignments.

Writing Style: Students must refer to APA writing style for their assignments and report writing. Refer to the English Language Center for help.

Grading:

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

Weight	Description
30	Midterm exam
30	Final exam
10	Book analysis
10	Case study
20	Class discussion and attendance
100%	TOTAL

Grade Distribution:



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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:

Title	Topics
Week #1	What is marketing?
Week #2	Creating and Capturing Customer Value
Week #3	Segmentation and Targeting
Week #4	Understanding Customers
Week #5	Developing Competitive Advantage
Week #6	The Marketing Programs
Week #7	Midterm Exam
Week #7	Pricing
Week #8	Branding and Positioning
Week #9	Developing and Maintaining Long-Term Customer Relationships
Week #10	Case study due
Week #11	Book analysis due
Week #12	Presentation day
Week #13	
Week #14	Final Exam



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CBA Vision:

To be the leading provider of quality business education in the region.

CBA Mission:

As part of Kuwait University, the leading national institution of higher education, the College of Business Administration is committed to providing quality business education, engaging in research and community services to contribute to the socio-economic development of the country.

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. Use appropriate analytical techniques to solve a given business problem.
2. Critically evaluate multiple solutions to a business problem.
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:

1. Deliver clear, concise, and audience-centered presentations.
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:

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:

1. Identify the ethical dimensions of a business decision.
2. Recognize and analyze the tradeoffs created by application of competing ethical perspectives.
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:

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