



MKT451 Strategic Marketing – Fall Semester 2024/2025

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**Department of Mgmt. and Marketing
College of Business Administration, Kuwait University**

Class 451 Time: Monday and Wednesday 9.30-10.45 AM

Office Hours: 12.30 – 2PM or Send requests by Email or MsTeams

Textbook: Title: Marketing Strategy, Text and Cases, Authors: Ferrell & Hartline, 6th Edition Cengage-Brain Publishing (available at student Bookstore)

Course Objectives:

Strategic marketing management is an advanced course designed to prepare you to become a marketing manager with wide view of marketing as the leading strategy of the organization where you will be working in after graduation including commercial, charitable, government, and Not-for-Profit. Being in charge of designing and implementing the marketing plan of your organization means that you need to:

- Foundational Knowledge: Understand the necessary concepts that marketing strategy composed of
- Strategic Thinking: create the best strategic thrust to succeed in the market/industry
- Ethics and Sustainability: Incorporate ethical and moral guidelines in the design and carry-out of the plan
- Decision Making Skills: Act as a leader in charge of marketing by working with upper and lower management
- Planning and Implementation: Be flexible and be able to improve your plan as forces change in the market

TEACHING STYLE

In this course, I will use a combination of: (1) Lecturing, (2) Student presentations, (3) interactive Questions and answers

I expect you to come prepared and read the assigned material in advance. All chapters are listed in the table below along with the relevant dates. I will ask questions in the class, and you will be evaluated based on your participation.

LEARNING OUTCOMES

At the end of this course, I expect you to have:

ANALYTICAL SKILLS. As a person responsible for defining the future of your organization, you can't proceed without having solid set of analytical skills. You should put yourself in the position of the decision maker in your organization. This requires proper understanding of the situations that managers face. You then should follow the diagnostic procedures and use the relevant tools to identify the problems and alternatives solutions.

GROUP TEAMWORK. As manager you are not thinking, planning and performing alone. Hence you need how to form, connect, cooperate, discuss issues and debate alternatives without losing the cohesiveness of the team while being a true leader.

KNOWLEDGE AND COMMUNICATION. Before you design the strategy and implement it, you must know all the relevant strategic marketing concepts and strategies. You also need to communicate the elements of the strategy to your superiors and to those working with you or under your management. So, written and oral communications skills should be developed.

ETHICAL VALUES. It's not acceptable to prioritize the economic objectives over social responsibility of the organization that you are working for. So, you are expected to do no harm to the environment, society, and to adhere to the legal system.

Evaluation

Factor	%	Explanation
Project	25%	Teams will be formed of only 2 students. Choose any business and develop a marketing plan for it. You should provide progress reports as shown in the table below.
Classwork	10%	Must be prepared to engage in discussion based on the materials assigned for each week
Midterm 1	10%	See table below for timing - Not showing up gets you zero
Midterm 2	15%	See table below for timing - Not showing up gets you zero
Final Exam	40%	Date and time is set by Kuwait University- Not showing up gets you FA grade

Course Time Table

Weeks Dates	Topics	Progress Report/Exams
Week 1 :	Ch. 1. Marketing in Today's Economy.	<i>Read Chapter before attending class</i>
Week 2 :	Ch.2. Strategic Marketing Planning	<i>Read Chapter before attending class</i>
Week 3 :	Ch.3. Collecting and Analyzing Marketing Information	<i>Read Chapter before attending class</i>
Week 4 :	Ch.4. Developing Competitive Advantage and Strategic Focus.	<i>Read Chapter before attending class</i>
Week 5 :	Ch.5. Customers, Segmentation, and Target Marketing.	<i>Read Chapter before attending class</i>
Week 6 :	Ch.5. Customers, Segmentation, and Target Marketing.	Midterm 1 Ch. 1,2,3,4)
Week 7 :	Ch.6. The Marketing Program.	First Progress report due. (Apply knowledge in Ch1, Ch2, Ch3, Ch4)
Week 8 :	Ch.6. The Marketing Program.	<i>Read Chapter before attending class</i>
Week 9 :	Ch.7. Branding and Positioning.	<i>Read Chapter before attending class</i>
Week 10 :	Ch.8. Ethics and Social Responsibility in Marketing Strategy	<i>Read Chapter before attending class</i>
Week 11 :	Ch.9. Marketing Implementation and Control.	Midterm 2
Week 12 :	Ch.9. Marketing Implementation and Control.	Progress Report 2 (Apply knowledge in Ch5, Ch6, Ch7, Ch8)
Week 13 :	10. Developing and Maintaining Long-Term Customer Relationships Project	<i>Read Chapter before attending class</i>
Week 14 :	Project Presentations	Slides and final project
Final Exam	Date and time set by Kuwait University	