**Course Syllabus**

**Spring 24**

**Samar M. Baqer, PhD., Fulbright**

**Strategic Marketing Management 451/01A**

**Lecture Time and Location:**

**MKT/ 451/51**  : Strategic Marketing Management – Room C3 1005, Mon & Wed at 11:00 AM

**Final Exam** : 18-May-2024, 11:00 AM to 1:00 PM

**Contact Information:**

**Location** :First Floor, Department of Management and MarketingS1-B1 1006

**Email** : SAMAR.BAQER@ku.edu.kw

**Office** : (+965) 24988390

**Office Hours** : Mon & Wed 12:30 to 1:45 PM or by appointment

**Social Media** : @drsamarbaqer

**Teaching Assistant:**

**Name** : Shaden S. Shaker

**Location** : First Floor, Department of Management and Marketing(Section A)

**Email** : shaden.almustafa@ku.edu.kw

**Office Hours** : TBA

**Tutorial** : To be announced

**Course Description:**

This course investigates the influence of marketing decisions on the success of the firm. The focus will not be limited to the simple marketing management process; rather it is going to be on the strategic perspective of each marketing decision. Specifically, this course intends to do the following: a. to provide students with an understanding of marketing strategy and it’s fit within the firm and it’s environment, b. to provide students with knowledge of the different marketing strategies and their uses, c. to provide students with an appreciation of the influences of the external and internal environments of the firm on strategic marketing decision making, and d. to provide students with analytical skills enabling them to make strategic marketing decisions

**Course Learning Outcomes:**

The learning outcomes for this course, listed below, relate to the learning goals of the College of Business Administration Undergraduate Program, which can be found in the appendix at the end of this syllabus.

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

1. To understand the strategic marketing process as it applies to any firm that attempts to market its products and/or services and ideas.
2. To understand the marketing strategy definition and its related components.
3. To understand the main strategic options for companies to grow throughout the lifecycle of the firm/product **LG1**.
4. To learn how to analyze the market and industry environments at the micro and macro levels in order to evaluate different marketing opportunities **LG3**.
5. To be able to analyze business portfolios using marketing metrics **LG3**.
6. To learn how to deal with different types of competitors in the market based on the firm’s poisoning strategy **LG1 LG3.**
7. To understand the internal and external forces the affect the success of the firm **LG1 LG3**

**Required Material:**

**Textbook** :

Walker, Mullins, Boyd, and Larreche, ***“Marketing Strategy: a decision-focused approach (8th edition)”,*** McGraw-Hill international edition.

**Course Requirements and Policies:**

* + This course will include lectures, assignments, cases, course project, and exams (all materials will be taught in English).
  + **Mutual respect** between the instructor and her students is expected in this class. The instructor has the right to ask a student to leave the classroom if the student shows any kind of disrespect.
  + Students must follow all the ethical standards in the classroom.
  + **DON’T CHEAT.** Cheating will not be forgiven. If a student is caught while trying to cheat he/she will lose 10% of the final grade. If the same student is caught cheating again, he/she will fail the class. **JUST DON’T CHEAT.**
  + **DON’T COPY** your colleagues’ work. The instructor will find out and will take points from the final grade.
  + **There will be *NO* extra credits or curve given to an individual student to improve his/her grades. Also, there will be *NO* makeup work (exams, quizzes, assignments, cases) allowed. If any of the previous items was missed, an average will be used based on the student’s grades.**

**Individual Assignments:**

* + There will be assignments at the end of every week. All assignments will be in essay format.
  + Students are expected to read the assigned chapter before coming to class.
  + **All students’ work should be typed** (no handwritten work will be accepted).

**Group Work (Project):**

* + Students will be asked to form groups of a maximum of 3 students each. Each group must select a leader who is going to be responsible for organizing the teamwork. Group leaders must give me a weekly report (one paragraph) that describes the group work during the week.
  + Each group must prepare a proposal (one page) that describes the project’s plan.
  + At the end of the semester each group must present their social marketing plan to the class.
  + A complete description of the project and the grading system will be provided to the students in the second week of the course.

**In-Class Tests:**

One midterm and a final exam.

**Participation:**

 Students’ attendance and participation are expected.

**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.

**Writing Style:** Students must refer to MLA 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** |
| 10% | Attendance and Participation (5% each) |
| 15% | Midterm |
| 40% | Final (2 parts 20% each) |
| 10% | Assignments and in-class activities |
| 5% | Project Presentation |
| 20% | Project |
| 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:**

|  |  |  |
| --- | --- | --- |
| **WEEK** | **SUBJECT** | **ASSIGNMENT** |
| **W1** 5,7 Feb | * + Introduction to strategy |  |
| **W2** 12,14 Feb | * + Chapter1: Market-oriented perspective underlie successful corporate, business, and marketing strategy. |  |
| **W3** 19,21 Feb | * + Chapter2: Corporate strategy decisions and their marketing implementations |  |
| **W4** 26,28 Feb | * + **Happy liberation day ☺**   + Chapter3: Business strategies and their marketing implementations |  |
| **W5** 4,6 Mar | * + Chapter3: Business strategies and their marketing implementations   + Guest speaker | Project outlines due |
| **W6** 11,13 Mar | * + Chapter 4: Understanding marketing opportunities.   + Ramadan Kareem |  |
| **W7** 18,20 Mar | * + Chapter5: Measuring market opportunities: Forecasting and market knowledge |  |
| **W8** 25,27 Mar | - Chapter6: Targeting attractive market segments  - **Midterm exams** |  |
| **W9** 1,3 April | * + Chapter7: Differentiation and brand positioning   + Value proposition |  |
| **W10** 8,10 April | * + Value proposition   + Work sheet   + Eid Mubarak ☺ | Progress First report due |
| **W11** 15,17 April | * + Value proposition Canvas   + Chapter8: Marketing strategies for new market entries |  |
| **W12** 22,24 April | * + Chapter8: Marketing strategies for new market entries   + Chapter9: Strategies for growth markets |  |
| **W13** 29 April, 1 May | * + Chapter9: Strategies for growth markets   + Chapter10: Strategies for mature and declining markets |  |
| **W14** 6,8 May | * + Chapter10: Strategies for mature and declining markets   + Chapter13: Measuring and delivering marketing performance |  |
| **W15** 13 May | **Presentations** | Project Due |
| **Saturday May 18th** | **Final Exam at 11 AM, Good luck ☺** |  |

**Important Dates**

|  |  |
| --- | --- |
| **Date** | **Event** |
| Thursday Feb 8th | OFF – Israa and Me’eraj |
| Sunday and Monday Feb 25th & 26th | OFF – National and liberation days |
| Monday March 11th | Ramadhan ☺ |
| Saturday March 16th | LAST DAY to withdraw from classes |
| Tuesday – Saturday April 9-13 | OFF - Eid Al Fitr Break |
| Monday May 13th | Last day of classes (Presentations week) |
| Saturday May 18th | Final Exam - 11 AM |

**Vision**

To be recognized for developing innovative business professionals

**Mission**

We exist to provide an exceptional learning experience ---through excellent education, quality research, and close engagement with the community--- that transforms our students into innovative business professionals who will contribute to the development of Kuwait.

**Undergraduate Program Learning Goals:**

1. **Decision Making Skills:** A CBA graduate shall be able to recognize the extent of the implications of business decisions, evaluate different proposals based on available facts, and make a well-supported business decision.

**Student Learning Objectives:**

* 1. Recognize the implications of a proposed business decision from a variety of diverse, internal and external, stakeholder perspectives.
  2. Evaluate the integrity of the supporting evidence and data for a given decision based on business principles.
  3. Analyze a given business decision using integrative techniques, structures, and frameworks.

1. **Communication Skills:** A CBA graduate shall 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.

1. **Analytical Skills:** A CBA graduate shall be able to apply quantitative and qualitative methods to solve business problems.

**Student Learning Objectives:**

* 1. Use appropriate tools to solve a given business problem.
  2. Analyze business problems using suitable business theories and techniques.
  3. Structure logic and frame quantitative analysis to solve business problems.