



Course Specifications

Course Title:	Marketing Strategy
Course Code:	MKT1421
Program:	Bachelor in Marketing
Department:	Marketing
College:	College of Business Administration
Institution:	Dar AlUloom University

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7. Course Identification

1. Credit hours:	3 Hours
2. Course type	
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"/>
3. Level/year at which this course is offered:	4th year
4. Pre-requisites for this course (if any):	MGT1412
5. Co-requisites for this course (if any):	None

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	45	100%
2	Blended		
3	E-learning		
4	Correspondence		
5	Other		

7. Actual Learning Hours (based on academic semester)

No	Activity	Learning Hours
Contact Hours		
1	Lecture	45
2	Laboratory/Studio	
3	Tutorial	
4	Others (specify)	
	Total	45
Other Learning Hours*		
1	Study	1
2	Assignments	1
3	Library	
4	Projects/Research Essays/Theses	2
5	Others (specify)	
	Total	4

* The length of time that a learner takes to complete learning activities that lead to achievement of course learning outcomes, such as study time, homework assignments, projects, preparing presentations, library times

B. Course Objectives and Learning Outcomes

1. Course Description

This course covers basic concepts and analytical tools used in formulating marketing strategies. It give special attention to developing students' competence in effective management of strategic marketing function, and nurture a sustainable competitive advantage for the organization and to think strategically about marketing problems and their potential solutions. Applications emphasized through case studies and/or computer game simulation of competitive interaction and the development of a strategic marketing plan.

2. Course Main Objective

- a. Apply the knowledge gained from other courses in order to develop a marketing management strategy and to formulate a marketing plan.
- b. Implement a marketing management strategy that takes into consideration the environment characteristics, and particularly competitors' strategies.
- c. Compare various strategies based on the progress in the product life cycle stages.

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge:	
1.1	Describe the impact of Business environment factors on marketing strategies	K1
1.2	Discuss the process for developing Marketing Strategies	K3
2	Skills:	
2.1	Recommend the appropriate marketing strategy for different market situations.	S1
2.2	Apply the marketing plan steps.	S2
3	Competence:	
3.1	Demonstrate entrepreneurial skills by developing a marketing plan.	C3
3.2	Demonstrate interpersonal skills necessary to perform the given guidelines as group/individual activity.	C1
3.3	Formulate effective information technology, analytical, mathematical and/or statistical techniques for developing the marketing plan.	C4

C. Course Content

No	List of Topics	Contact Hours
1	Market-Oriented Perspectives Underlie Successful Corporate, Business, and Marketing Strategies	6
2	Corporate Strategy Decisions and Their Marketing Implications	6
3	Understanding Market Opportunities	3
4	Measuring Market Opportunities: Forecasting and Market Knowledge	3
5	Marketing Strategies for New Market entries	6

6	Strategies for Growth Markets	6
7	Strategies for Mature and Declining	6
8	Marketing Strategies for the New Economy	3
9	Organizing and Planning for Effective Implementation	3
10	Marketing Metrics for Marketing Performance	3
Total		45

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	Knowledge		
1.1	Describe the impact of Business environment factors on marketing strategies	<ul style="list-style-type: none"> • Direct (Lectures and Discussion) 	Written test <ul style="list-style-type: none"> • True/Fales • MCQs • Essay questions
1.2	Discuss the requirements for developing Marketing Strategies	<ul style="list-style-type: none"> • Interactive learning 	
2.0	Skills		
2.1	Recommend the appropriate marketing strategy for different market situations.	<ul style="list-style-type: none"> • Direct (Lectures and Discussion) 	<ul style="list-style-type: none"> • Essay • Assignment • Case study
2.2	Apply the marketing plan steps.	<ul style="list-style-type: none"> • Interactive learning 	
3.0	Competence		
3.1	Demonstrate entrepreneurial skills by developing a marketing plan.	<ul style="list-style-type: none"> • Students group Independent study (Group project) 	<ul style="list-style-type: none"> • Writing a research draft (rubric) • Case Study
3.2	Demonstrate interpersonal skills necessary to perform the given guidelines as group/individual activity.	<ul style="list-style-type: none"> • Direct (Individual assignment) 	
3.3	Formulate effective information technology, analytical, mathematical and/or statistical techniques for developing the marketing plan.	<ul style="list-style-type: none"> • Students group Independent study (Group project) 	

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Quiz		10%
2	Homeworks/Assessments/Projects		20%
3	Mid term		30%
4	Final Exam		40%

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice:

1. Eight Office hours weekly can be booked through the students' SIS account.
2. Online discussion through the LMS forums and instant messaging.
3. Instructor email available in the course syllabus.
4. Occasional mobile calls or SMS for urgent messages.

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	Walker, O. M. (2016). <i>Marketing Strategy</i> . New York: McGraw-Hill.
Essential References Materials	Journals and Reports distributed on the bases of lectures delivered to the students.
Electronic Materials	Electronic materials posted on the course website.
Other Learning Materials	Magazines & Newspapers (local & international)

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Classroom.
Technology Resources (AV, data show, Smart Board, software, etc.)	Data show + smart boards.
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	Internet access point.

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
End of semester Course Evaluation.	<ul style="list-style-type: none"> • Students 	<ul style="list-style-type: none"> • Indirect
Effectiveness of teaching and assessment.	<ul style="list-style-type: none"> • Peer reviewer 	<ul style="list-style-type: none"> • Indirect
Course learning outcomes assessment.	<ul style="list-style-type: none"> • Faculty members 	<ul style="list-style-type: none"> • Direct
Quality of learning resources	<ul style="list-style-type: none"> • Students 	<ul style="list-style-type: none"> • Indirect

Evaluation Areas/Issues	Evaluators	Evaluation Methods

Evaluation areas (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

Evaluators (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

H. Specification Approval Data

Council / Committee	MKT department council
Reference No.	Council meeting No.1
Date	08/09/2019

