



Course Specifications (Postgraduate Degree)

Course Title:	Strategic Marketing
Course Code:	MKT521
Program:	Master of Business Administration - MBA
Department:	
College:	College of Business Administration - COB
Institution:	Dar Al Uloom University

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A. Course Identification

1. Credit hours: 3
2. Course type <input checked="" type="checkbox"/> Required <input type="checkbox"/> Elective
3. Level/year at which this course is offered: Level 3/Year 2
4. Pre-requisites for this course (if any): All Level 2 courses
5. Co-requisites for this course (if any):

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	45	100%
2	Blended	Not Applicable	Not Applicable
3	E-learning		
4	Distance learning		
5	Other		

7. Actual Learning Hours (based on academic semester)

No	Activity	Learning Hours
1	Lecture	45
2	Laboratory/Studio	Not Applicable
3	Seminars	
4	Others (specify)	
Total		45

B. Course Objectives and Learning Outcomes

1. Course Description

This course is an analysis of the conceptual and tactical mechanisms of marketing management, with emphasis on how today's firms and institutions mobilize their resources to achieve market penetration, sales volume, and satisfactory profits. The course examines the positioning of organizations' marketing activities through investigating the customers and competitors as an external profile, in addition to performing self-study and portfolio analysis as an internal profile. The course objective is to help students become aware of the major aspects in planning and controlling of marketing operations. By developing their marketing skills, the students will be able to locate marketing activities and formulate alternative business strategies.

2. Course Main Objective

This course develops students' abilities in several key areas, enabling them to:

- Comprehend the marketing management function in organizations.
- Develop an awareness of the challenges, the tools, the instruments, and the process of strategic marketing.
- Confidently identify and analyze marketing problems, evaluate alternative solutions, and undertake marketing research.
- Use a range of established techniques to initiate and undertake critical analysis of information, and to propose solutions to marketing problems arising from that analysis.
- Effectively communicate information, arguments, and analysis in a variety of forms.

3. Course Learning Outcomes

Course Learning Outcomes (CLOs)		Aligned PLOs*
1	Knowledge and understanding	
1.1	Exhibit thorough knowledge and critical understating of principle concepts, models, theories, and terminology of Marketing.	PLOK2
1.2	Possess knowledge and deep specialized understanding of how new knowledge of Marketing is developed and applied in the field of Marketing and on associated professional practice.	PLOK3
1.3	Aware of recent regulatory provisions in the local and international business environment that might affect organizations' marketing and related operations.	PLOK4
2	Skills:	
2.1	Consistently apply practical and theoretical knowledge of Marketing models, theories, and techniques in critically dealing with a wide range of advanced novel and unpredictable business administration professional contexts and develop original and creative responses to issues and problems.	PLOS1
2.2	Solving business-related problems by evaluating and using different models and approaches of Marketing.	PLOS2
2.3	Use written and verbal communication technology media in investigating, and processing information related to Marketing issues.	PLOS6
2.4	Communicate effectively and at appropriate levels with academic and professional audiences and the wider community through informal and formal reports and professional publications.	PLOS4
3	Values:	
3.1	Express opinions with confidence and a sense of accountability and commitment to personal, professional, and academic ethics in Marketing issues in a global world.	PLOV1

Course Learning Outcomes (CLOs)		Aligned PLOs*
3.2	Take initiative in professional Marketing planning for learning and professional work and represent the passion for knowledge; which leads to ongoing development; and decisions that result in a fundamental change or progress independently.	PLOV2
3.3	Effectively participate in research areas and cooperate with professional teams and provide leadership while exercising full responsibility for conducted work and decisions taken.	PLOV3

* Program Learning Outcomes

C. Course Content

No	List of Topics	Contact Hours
1	The market: understanding and analyzing the marketing environment	3
2	Target marketing	3
3	Market research	3
4	Understanding customers and buyer behavior	3
5	The organization: marketing strategy	6
6	Marketing planning	6
7	The marketing mix (goods and services)	6
8	New product development	3
9	Marketing communications	6
10	Pricing and marketing channels	6
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 and understanding		
1.1	Exhibit thorough knowledge and critical understating of principle concepts, models, theories, and terminology of Marketing.	<ul style="list-style-type: none"> • Lectures • In-Class Discussions and brainstorming sessions • Internet search • Use of textbooks and reference material 	<ul style="list-style-type: none"> • Essay Assignments and case study reports • Oral Presentations • Quizzes • Written Mid-Term and End-of-Semester Exams
1.2	Possess knowledge and deep specialized understanding of how new knowledge of Marketing is developed and applied in the field of Marketing and on associated professional practice.		
1.3	Aware of recent regulatory provisions in the local and international business environment that might affect organizations' marketing and related operations.		
2.0	Skills		

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
2.1	Consistently apply practical and theoretical knowledge of Marketing models, theories, and techniques in critically dealing with a wide range of advanced novel and unpredictable business administration professional contexts and develop original and creative responses to issues and problems.	<ul style="list-style-type: none"> • Practice Sessions • Case-Study Learning • Work-Based Learning • Seminars • Use of Self-Study and e-Learning Material 	<ul style="list-style-type: none"> • Assignments • Quizzes • Mid-term and end-of semester written exams
2.2	Solving business-related problems by evaluating and using different models and approaches of Marketing.		
2.3	Use written and verbal communication technology media in investigating, and processing information related to Marketing issues.		
2.4	Communicate effectively and at appropriate levels with academic and professional audiences and the wider community through informal and formal reports and professional publications.		
3.0	Values		
3.1	Express opinions with confidence and a sense of accountability and commitment to personal, professional, and academic ethics in Marketing issues in a global world.	<ul style="list-style-type: none"> • Group Work • Self-Directed Study • Reflective Written Work • Computer Software Applications 	<ul style="list-style-type: none"> • Group Project Presentation • Peer Evaluation • Written Exams
3.2	Take initiative in professional Marketing planning for learning and professional work and represent the passion for knowledge; which leads to ongoing development; and decisions that result in a fundamental change or progress independently.		
3.3	Effectively participate in research areas and cooperate with professional teams and provide leadership while exercising full responsibility for conducted work and decisions taken.		

2. Assessment Tasks for Students

3.

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Quizzes	5 and 12	10%
2	Project / Presentations / Case study	10 / Continuous	20%
3	Midterm Exam	7	30%
4	Final Exam	15	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:

- Scheduled Office Hours (4 hours per week) for students' support and counseling are posted on the instructor's office door and published on the Web-Based Student Information System (SIS).
- Regular communication with students via e-mail is maintained.
- An academic advisor monitors the student's performance and provides him/her with necessary advice.

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	التسويق الاستراتيجي، أ.د. أحمد سليمان، الاصول العلمية والتطبيقات العملية، مكتبة الشقري للنشر والتوزيع. Kotler & Keller (2006), Strategic Marketing. A 21st Century Perspective. Cited in http://us.macmillan.com/
Essential Reference Materials	<i>Strategic Customer Management (2013)</i> , Adrian Payne and Pennie Frow, ISBN 978-1-107-64922-4
Electronic Materials	<ul style="list-style-type: none"> • Learning Management System (LMS). • Websites • Learning Management System (LMS)
Other Learning Materials	Microsoft office 365

2. Educational and research Facilities and Equipment Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	A large enough classroom to accommodate up to 30 students will be used one day a week or two days a week, each one will last one hour and a half.
Technology Resources (AV, data show, Smart Board, software, etc.)	Video Projector + Smart Board
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	Library

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
<i>Effectiveness of teaching and assessment</i>	<i>Student, Faculty & Peer Reviewer</i>	<i>Direct</i>
<i>Extent of achieving learning outcomes</i>	<i>Faculty & Course Coordinator</i>	<i>Direct</i>
<i>Quality of learning resources</i>	<i>Student & peer Reviewer</i>	<i>Indirect</i>

Evaluation Areas/Issues (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	COB Postgraduate Council
Reference No.	MOM 1/2020-2021
Date	6/09/2020

