



Course Specifications

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

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A. Course Identification

1. Credit hours: 3hours
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: 7 th Level, 4 th Year
4. Pre-requisites for this course (if any): MKT 1321
5. Co-requisites for this course (if any): No

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	Distance learning	-	-
5	Other	-	-

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	45
2	Laboratory/Studio	
3	Tutorial	
4	Others (specify)	
	Total	45

B. Course Objectives and Learning Outcomes

1. Course Description

This course covers basic concepts and analytical tools used in formulating marketing strategies. It gives 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. It also aims at helping students look at the entire marketing mix in light of the strategy of the firm.

2. Course Main Objective

The objective of the course is to

- Understand various macro-environmental forces that challenge the value creation and delivery process (e.g., technology, socio-cultural, economic, political/legal).
- Integrate the marketing strategy with other firm's strategies & resources according to market opportunity analysis.

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge and Understanding	
1.1	Possess knowledge and understanding of marketing strategies	K1
1.2	Exhibit specialized knowledge and understanding based on recent developments in marketing strategies and practices and its associated implications.	K3
2	Skills:	
2.1	Apply the appropriate marketing strategy for different market situations	S1
2.2	Communicate effectively the strategy to develop the marketing plan	S3
3	Values:	
3.1	Exhibit entrepreneurial skills by building constructive work relationships, and committing to personal, professional, and academic ethics.	V1
3.2	Be a leader in pursuit of innovative and practical solutions for international marketing problems and make logical decisions supported by arguments and evidence.	V2
3.3	Demonstrate ability to work in teams and individually to complete tasks related to international marketing practices.	V3

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 Markets	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 and Understanding		

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.1	Possess knowledge and understanding of marketing strategies	<ul style="list-style-type: none"> • Direct (Lectures and Discussion) • Interactive learning 	<ul style="list-style-type: none"> • Written test • True/False • MCQs • Essay questions
1.2	Exhibit specialized knowledge and understanding based on recent developments in marketing strategies and practices and its associated implications.		
2.0	Skills		
2.1	Apply the appropriate marketing strategy for different market situations	<ul style="list-style-type: none"> • Direct (Lectures and Discussion) • Interactive learning 	<ul style="list-style-type: none"> • Essay • Assignment • Case study
2.2	Communicate effectively the strategy to develop the marketing plan		
3.0	Values		
3.1	Exhibit entrepreneurial skills by building constructive work relationships, and committing to personal, professional, and academic ethics.	<ul style="list-style-type: none"> • Students group Independent study (Group project) • Direct (Individual assignment) 	Course project (Rubric)
3.2	Be a leader in pursuit of innovative and practical solutions for international marketing problems and make logical decisions supported by arguments and evidence.	Students group Independent study (Group project)	Presentations (Rubric) Discussions Projects (individual and Group work)
3.3	Demonstrate ability to work in teams and individually to complete tasks related to international marketing practices.		

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Quiz	4	10%
2	Homeworks/Assessments/Projects	10	20%
3	Mid Term	7	30%
4	Final Exam	14	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 related to lectures.
Electronic Materials	Electronic materials posted on the course LMS page.
Other Learning Materials	International Trade Centre (ITC) market analysis and research trade map

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 + McGraw Hill learning Platform
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	Internet access point

G. Course Quality Evaluation

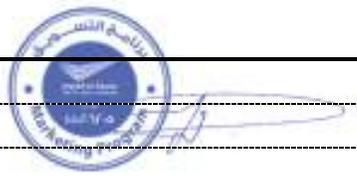
Evaluation Areas/Issues	Evaluators	Evaluation Methods
End of semester Course Evaluation	Students	Indirect
Effectiveness of teaching and assessment	Peer reviewer	Indirect
Course learning outcomes assessment	Faculty Members	Direct
Quality of learning resources	Students	Indirect

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	Marketing Department Council	
Reference No.	Council meeting No.1	
Date	27/9/2022	