

**Faculty of Commerce & Business Administration**

**Marketing Strategic Planning**

**Information :**

**Course Code :** MKT 424

**Level :** Undergraduate

**Course Hours :** 3.00- Hours

**Department :** Department of Marketing

**Instructor Information :**

Title	Name	Office hours
Professor	Rania Moustafa Abdelrahman Moustafa	
Lecturer	Sayed Mohamed Kamal Ahmed Sharaf	
Assistant Lecturer	Norhan Ibrahim Eldisokey Elsayed	6
Teaching Assistant	Nada Ibrahim Abdelsalam Ismail	

**Area Of Study :**

This course aims to provide a comprehensive introduction to marketing strategy and planning. The student will develop an understanding of, and the ability to examine the internal and external forces that have an impact on marketing strategy. It focuses on development, implementation, and control of marketing strategies needed to attain and sustain an organization's competitive advantage. It is also designed to equip students with the advanced conceptual and practical skills needed to successfully develop a professional strategic marketing plan.

**Description :**

Analytical integration of material covered in previous marketing courses. Marketing strategy literature, financial dimensions of marketing decisions The Power of a Brand, Marketing Planning and Analysis, Brand Positioning, Integrated Marketing Program Elements, How to Prepare for a Client Presentation, Strategic Marketing Consulting.

**Course outcomes :**

**a.Knowledge and Understanding: :**

1 -	Understand fundamental marketing strategy concepts and theories.
2 -	Understand principles and behaviors underlying effective performance in project-based teams
3 -	Be able to identify and use appropriate methods and tools for formulating, implementing, monitoring and evaluating marketing strategy in diverse organizational and marketing situations.
4 -	Be able to develop, write and present a formal strategic marketing plan.
5 -	Be able to identify the dimensions of dynamic market environments.
6 -	Have acquired an understanding of the process of developing marketing strategies
7 -	Be able to identify corporate, SBU and product level strategic decisions.
8 -	Have developed the ability to formulate, implement, monitor and control strategic marketing programs.
9 -	Participants will be expected to apply marketing strategy, models, and principles in a real-time situation where they will develop a marketing plan for an actual organization.

**b. Intellectual Skills: :**

1 -	Identify and discuss the issues associated with planning, implementing and controlling marketing strategies and programs
2 -	Identify the ways in which an organisation can gain competitive advantage in the market place
3 -	Critically analyze dynamic market environments

**c. Professional and Practical Skills: :**

1 -	Prepare and discuss a strategic marketing plan
2 -	Formulate a marketing strategy based on a firm's competitive position, its resources, and various environmental opportunities and threats.
3 -	Write a strategic marketing plan or a business report which provides an overview of the organisation, and make recommendations on strategy formulation, implementation and evaluation

**d. General and Transferable Skills: :**

1 -	Build writing, speaking, discussion and analytical skills.
2 -	Apply personal and interpersonal skills appropriate to being an effective member of a marketing team.
3 -	Communicate effectively with different audiences, recognising and respecting various norms

**Course Topic And Contents :**

Topic	No. of hours	Lecture	Tutorial / Practical
Introduction to Marketing Strategy / Course Overview	4	3	1
Corporate Strategies and Business Strategies and their Marketing Implications	4	3	1
The Strategic Marketing Planning & Decision Making Process	4	3	1
Situation & Opportunity Analysis; Firm Performance Analysis	4	3	1
First Mid Term	2		
Targeting Attractive Market Segments and Differentiation and Brand Positioning	4	3	1
Marketing Strategies for New Market Entries	4	3	1
Strategies for Growth Markets	4	3	1
Strategies for Mature and Declining Markets	4	3	1
Second mid term	2		
Organizing and Planning for Effective Implementation and control	4	3	1
Team presentations	4	3	1
Revision	4	3	1

**Teaching And Learning Methodologies :**

Text book
Related published works
Examples and case studies
Individual and group assignment

**Course Assessment :**

Methods of assessment	Relative weight %	Week No	Assess What
2nd Mid-Exam	20.00	11	
1st Mid-Exam	20.00	6	
Attendance & Participation	20.00	13	
Final Exam	40.00	16	

**Course Notes :**

Brief Lecture Notes  
PowerPoint Slides

**Recommended books :**

Aaker, David (2011), Strategic Market Management (9th ed). USA: John Wiley & Sons.