

**School of Business and Economics**

**Department of Marketing & International Business**

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| **Course Name:** | **Strategic Marketing** |
| **Course Code**  **& Section No:** | **MKT 460**  **SEC: 8 & 9** |
| **Semester:** | **Spring 2016** |

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| Instructor & Department Information | |
| 1. **Instructor Name:** | Mahtab Muntazeri | |
| 1. **Office Location** | NAC 711 | |
| 1. **Office Hours:** | MW (10:30 to 01:00 PM)  R (11:00-02:00PM) | |
| 1. **Office Phone:** | N/A | |
| 1. **Email Address:** | [mahtab.muntazeri@northsouth.edu](mailto:mahtab.muntazeri@northsouth.edu) | |
| 1. **Department:** | Marketing & International Business | |
| 1. **Links:** | North South University Website: <http://www.northsouth.edu>  School of Business Website: http://www.northsouth.edu/academic/sob/  Course Website: | |

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| Course & Section Information | |
| **Class Time & Location** | MKT460.8 (MW 04:20-05:50PM, NAC508)  MKT460.9 (R 02:10-05:00PM, NAC510) | |
| **Course Prerequisite(s)** | Introduction to Marketing (MKT 202), Integrated Marketing Communications (MKT 337) and Consumer Behavior (MKT 344) | |
| **Course Credit Hours** | 3:0 | |
| **Course Description and Objectives** | This is an advanced module for undergraduate business students specializing in the milieu of marketing. Taken in the final year, this module integrates all concepts and frameworks learned from previous marketing courses. The purpose of this course is to prepare students for real world marketing challenges. As a result, this course builds the intellectual capacity of marketing major students in developing market driven strategies for the success of a firm in a dynamic business environment.  **Objectives:**   1. Develop a strong conceptual understanding of the theories in marketing. 2. Learn to apply marketing theories in the context of Bangladesh and its marketing environment. 3. Improve the decision making ability by learning to design, implement and control marketing strategies to achieve a competitive advantage and superior performance in the marketplace. 4. Develop the ability to be critical while solving real-world marketing cases. 5. Develop the ability to work in teams and design effective marketing plans for existing and new products. | |
| **Student Learning Outcomes** | 1. Understanding the significance of strategy for firms to achieve superior performance in the marketplace.  2. Learning how to analyze a company’s external and internal environment in order to comprehend the opportunities and threats in the business environment and also to understand the company’s strengths and weaknesses.  3. Learning how a company can choose the customers who they want to serve and also establish the superior value that a company wants to provide through the implementation of segmentation, targeting, positioning.  4. Learning how to execute the marketing strategy through the utilization of the marketing mix program.  5. Understanding the importance of ethical marketing and learning how to develop strategies for the betterment of the society and the environment  6. Learning how to work effectively in teams and implementing the aforementioned theories in a practical setting through the design of a marketing plan. | |

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| Learning Resources And Textbook(s) |

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| **Authors** | **Title** | **Edition & Year** | **Publisher** | **ISBN** |
| Douglas West, John Ford, Essam Ibrahim. | strategic marketing: creating competitive advantage | 3rd Edition, 2015 | Oxford University Press | ISBN-13: 978-0199684090 |

**Others (Reference Books, CD ROMS, DVDs, e-Library, Internet, Articles, …)**

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| ***Resource Type*** | ***Description*** | ***Type*** | ***Comments*** |
| Handouts/Internet | Information about Strategic marketing issues and practices. | Academic and trade articles, Chapters from other books | The instructor will provide and/or direct to the sources. |

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| Assessment Strategy and Grading Scheme | |
| Assessment Criteria | Weight |
| Attendance | 5% |
| Class participation | 5% |
| Midterm 1 | 15% |
| Midterm 2 | 15% |
| Quizzes | 10% |
| Case Study/Assignment | 10% |
| Term Paper + Presentation | 20% |
| Final Exam | 20% |

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| Teaching Strategy |

The classes will be conducted through various activities. The main mode of delivery will be lecture based with reference to specific chapters. Additionally, students will engage in group discussions, participate in workshops, analyze and present cases. As the course is highly dynamic in nature, active student participation is necessary for the enrichment of the course. Hence, students are expected to be highly involved and take initiative to enhance their own learning experience.

**Grading Policy:**

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| A | A- | B+ | B | B- | C+ | C | C- | D+ | D | F |
| 93 | 90 | 87 | 83 | 80 | 77 | 73 | 70 | 67 | 60 | <60 |

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| Classroom Rules of Conduct | |
| 1. You may use your **laptops** in the class for class related work. Do not use your laptop for non-class related work or in any manner that will be distracting to other students or the instructor. 2. Use of **cell phones** in class is not permitted. 3. Students are advised to frequently refer to the **Student Handbook of North South University** on the following link: 4. **Academic Integrity Policy:**   School of Business does not tolerate academic dishonesty by its students. At minimum, students must not be involved in cheating, copyright infringement, submitting the same work in multiple courses, significant collaboration with other individuals outside of sanctioned group activities, and fabrications.  Students are advised that violations of the Student Integrity Code will be treated seriously, with special attention given to repeated offences.  Please Refer to NSU Student Handbook, Sections: “Disciplinary Actions” and “Procedures and Guidelines”. | |
| **Late Assignment Policy** |  | |
| All assignment and case study response paper deadlines will be mentioned well ahead of time. Hence, students are expected to work accordingly and submit their task on time. Late submission is strongly discouraged and in case of late submissions, the student will be penalized as per the discretion of the instructor. | | |

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| **Group ProjectS Policy** |  |
| Students will form groups of 5-6 people. Each group will submit a final report and will also present the project for 15-20 minutes and submit a copy of the slides before the presentation. More details about the structure, components, time and criteria for assessment of the project will be announced during the semester. In working in groups, some conflicts are expected. As a student in a senior course, you are required to deal with the conflicts in a mature and sensible way. However, if problems go out of control, inform/consult instructor beforehand, not on the last day of submission/presentation. | |

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| Exams & Make Up Policy |
| In order to complete the course, students must submit all the required assignments/case study response papers and sit for the exams. Make-up exams are not given unless there is a major circumstance preventing the student from sitting in the exam (official material evidence is required). The timing of the make-up is to be fixed with the instructor of the course if granted.  Cell phones are prohibited in exam sessions. |

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| Attendance Policy | |
| Students are required and expected to attend all classes and participate in class discussions. North South University mandates to fail students who are absent 25% or more from their classes, even if such absences are excusable. The one who will attend all the classes will earn full credit for the attendance. | |
| Communication Policy | |
| All communications should take place using the instructor’s email. In addition, students can communicate in the class or during the instructor’s office hours. | |
| Appropriate Use Policy | |
| All members of the North South University community must use electronic communications in a responsible manner. The University may restrict the use of its computers and network systems for electronic communications subject to violations of university policies/codes or local laws or national laws. Also, the university reserves the right to limit access to its networks through university-owned or other computers, and to remove or limit access to material posted on university-owned computers. | |

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| Students With Special Needs |
| North South University will provide educational opportunities that ensure fair, appropriate and reasonable accommodation to students who have disabilities/special needs that may affect their ability to participate in course activities or meet course requirements. Students with disabilities are encouraged to contact their instructors to ensure that their needs are met. The University through its Special Need section will exert all efforts to accommodate special needs.  Special Needs Section  Telephones: Location:  Email:  Please Refer to NSU Student Handbook, Section: “Special Needs Services”  The above service is not in place now but will be developed in the near future. |

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| Students Support and Learning Resources |
| 1. SOB-Learning Center: 2. The University Student Learning Support Center (SLSC): These centers provide academic support services to students at NSU. The SLSC is a supportive environment where students can seek assistance with academic coursework, writing assignments, transitioning to college academic life, and other academic issues. SLSC programs include: Peer Tutoring, the Writing Lab, Writing Workshops, and Academic Success Workshops. Students may also seek confidential academic counseling from the professional staff at the Center.   Students Learning & Support Center (SLSC)  Tel:  Fax:  Location:  E-mail:  This service will be available in the near future. |

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| Students Complaints Policy |
| Students at North South University have the right to pursue complaints related to faculty, staff, and other students.  The nature of the complaints may be either academic or non-academic.  For more information about the policy and processes related to this policy, you may refer to the student handbook. |

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| Course Contents &Schedule |  |

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| No. | Topic | Chapter |
| 1 | Marketing strategy: analysis and perspectives | 2 |
| 2 | Environment and internal analysis: market information and intelligence | 3 |
| 3 | Strategic marketing decisions, choices, mistakes | 4 |
| 4 | Segmentation, targeting, and positioning strategies | 5 |
| 5 | Branding strategies | 6 |
| 6 | Relational and sustainability strategies | 7 |
| 7 | Product innovation and development strategies | 8 |
| 8 | Service marketing strategies | 9 |
| 9 | Pricing and distribution strategies | 10 |
| 10 | Marketing communication strategies | 11 |
| 11 | Social and ethical strategies | 13 |

**Note:** The instructor reserves the right to make changes to the syllabus if necessary.