**Abbreviated Course Syllabus for Marketing Strategy**

**Course Number:** BUS 457

**Course Name:** Marketing Strategy

**Instructors:** Dr. Ahmad Aljarah

**Required Text:** Marketing Strategy, 6th edition by Ferrell and Hartline; Cengage; 2014

**Course Description:** This course focuses on business level marketing strategy and uses the marketing planning process as the framework for understanding the integration and coordination of marketing decisions. You will develop skills in creating and evaluating marketing plans, strategies, and implementation programs so that you will be better prepared to manage the marketing problems you will encounter in your profession. As part of the course requirements, you will prepare marketing cases for class discussion, conduct environmental, competitive, and customer analyses, and develop several strategic marketing plans. The course also makes extensive use of team-based assignments and active class discussion.

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| **Topics Outline** | **Estimated Contact Hours** |
| 1. Settomg the Stage for Marketing Strategy
	1. Marketing in Today’s Economy
	2. Strategic Marketing Planing
 | 6 |
| 1. Discoviering Market Opportunities
	1. Collecting and analyzing marketing information
	2. Developing competitive advantage and stratgic focus
 | 12 |
| 1. Developing marketing Strategy
	1. Customer, segmentation, and target markting
	2. The marketing program
 | 12 |
| 1. Putting Strategy into Aciton
	1. Ethics and Social Responsibility in Marketing Strategy
	2. Marketing Implementation and Control
	3. Developing and Maintaing Long Term customer relationships
 | 12 |

**Recap**

**Identification of CPC Covered in this course Estimated Contact**

Accounting 0

Marketing 20

Finance 1

Management

 Management Principles 3

 Organizational Behavior 2

 Human Resource Management 1

 Operations Management 0

Economic/Social/Legal Environment

 Legal Environment of Business 2

 Economics 2

 Business Ethics 2

Business Tools

 Information Systems 2

 Quantitative Methods/Statistics 2

International/Global Dimensions of Business 3

Integrative Experience 2

**Total (estimate of contact hours) 42**