

ISHIK UNIVERSITY
FACULTY OF ADMINISTRATIVE SCIENCES AND ECONOMICS
Department of BUSINESS AND MANAGEMENT,
2019-2020 Fall
Course Information for BUS 431 MARKETING STRATEGIES

Course Name:		MARKETING STRATEGIES				
Code	Course type	Regular Semester	Theoretical	Practical	Credits	ECTS
BUS 431	2	7	3	-	3	
Name of Lecturer(s)- Academic Title:		Uma Shankar Singh - PhD.				
Teaching Assistant:		Faculty Assistant				
Course Language:		English				
Course Type:		Area Elective				
Office Hours		3:30 to 4:30 PM				
Contact Email:		umashankar.singh@ishik.edu.iq				
		Tel:1417				
Teacher's academic profile:		Lecturer				
Course Objectives:		To know the importance of marketing strategies in the global business scenario. To understand the variables responsible for the successful marketing strategies implementation. To see the scope for practical implementation of marketing strategies in business.				
Course Description (Course overview):		The course is designed to integrate and extend fundamental marketing concepts and apply them to business problems. Focus is on studying strategic issues relating to selection of business and segments in which to compete and how to spread resources across products and elements of the marketing mix. Case and simulation methodologies are employed.				
COURSE CONTENT						
Week	Hour	Date	Topic			
1	3	1-3/10/2019	Overview of marketing strategy			
2	3	6-10/10/2019	The strategic marketing process			
3	3	13-17/10/2019	Strategic Marketing – situation assessment - Market definition and Industry Analysis			
4	3	20-24/10/2019	Product Life cycle			
5	3	27-31/10/2019	Market Share Effects and Scenario Analysis			
6	3	3-7/11/2019	Marketing strategies- Specific Marketing Strategies			
7	3	10-14/11/2019	Generic-Frameworks of Marketing Strategies			
8	3	17-20/11/2019	Midterm Exam			
9	3	24-28/11/2019	Strategy formulation and market segmentation			
10	3	1-5/12/2019	Strategic Marketing –implementation			
11	3	8-12/12/2019	Customer orientated market research and pricing strategies			
12	3	15-19/12/2019	Budgets, forecasts and objectives			
13	3	22-26/12/2019	Case analysis			
14	3	29/12-2/1/2020	Case analysis			
15	3	5-9/1/2020	Case analysis			
16	3	12-16/1/2020	Final Exam			

17 3 19-23/1/2020 Final Exam

COURSE/STUDENT LEARNING OUTCOMES

- 1 Being aware about the importance of efficient marketing strategies implementation.
- 2 Familiarity with the usage of marketing strategies tools by different industries.
- 3 Understanding the overall concept of marketing strategies.
- 4 Analytical ability about the marketing strategies activity.
- 5 Knowing the different variables responsible for efficient marketing strategies implementation.

COURSE'S CONTRIBUTION TO PROGRAM OUTCOMES

(Blank : no contribution, I: Introduction, P: Profecient, A: Advanced)

Program Learning Outcomes**Cont.**

- | | | |
|---|---|---|
| 1 | To educate students who have theoretical and applicable knowledge and proficiency in management sub disciplines | P |
| 2 | To educate entrepreneur that has analytical and evaluating proficiency in the area of management applications. | P |
| 3 | To learn qualitative and quantitative decision making models in management | P |
| 4 | Increasing the application skills on management issues via using decision making, and problem solving techniques. | P |
| 5 | To work individually, and in the group works, and to have self-confidence for responsibility the capability of reaching to the information and data needed, to search databases and other sources of information, the awareness of the importance on learning, to follow the recent developments and issues in management science and technology, and sustainable self-development. | P |
| 6 | Presentation of accumulation in environments such as; congress, conference or seminars, in either native or foreign languages. | P |
| 7 | To pursue ethics and social responsibility in the works and studies, to be aware of the social and universal aspects of any study, to be aware of the problems of the contemporary era. | A |

Prerequisites (Course Reading List and References):

Marketing Strategy and Competitive Positioning, 6/E, Graham Hooley, Emeritus Professor of Marketing at Aston University Nigel Piercy, Brigitte Nicoulaud, Aston Business School John Rudd, University of Warwick ISBN-10: 1292017317 • ISBN-13: 9781292017310 Future of Marketing, The: Strategies from 15 Leading Brands on How Authenticity, Relevance, and Transparency Will Help You Survive the Age of the Customer, Nicholas Johnson ISBN-10: 0134084500 • ISBN-13: 9780134084503

Student's obligation (Special Requirements):

Dos: Ask questions, Supplement or complement with learning; Don'ts: Break silence and discipline, Ring phones, Talk friends

Course Book/Textbook:

Marketing Strategy and Competitive Positioning, 6/E, Graham Hooley, Emeritus Professor of Marketing at Aston University Nigel Piercy, Brigitte Nicoulaud, Aston Business School John Rudd, University of Warwick ISBN-10: 1292017317 • ISBN-13: 9781292017310 Future of Marketing, The: Strategies from 15 Leading Brands on How Authenticity, Relevance, and Transparency Will Help You Survive the Age of the Customer, Nicholas Johnson ISBN-10: 0134084500 • ISBN-13: 9780134084503

Other Course Materials/References:

Lecture Slides, Class Notes, Online Publications

Teaching Methods (Forms of Teaching):

Lectures, Practical Sessions, Presentation, Assignments, Case Studies

COURSE EVALUATION CRITERIA

Method	Quantity	Percentage (%)
Participation	20	0.5
Quiz	1	10
Homework	1	5
Project	1	15
Midterm Exam(s)	1	20
Final Exam	1	40
Total		100

Examinations: Essay Questions, True-False, Fill in the Blanks, Multiple Choices, Short Answers

Extra Notes:

ECTS (ALLOCATED BASED ON STUDENT) WORKLOAD			
Activities	Quantity	Workload Hours for 1 quantity*	Total Workload
Theoretical Hours	17	3	51
Practical Hours	17	0	0
Final Exam	1	6	6
Participation	20	2	40
Quiz	1	3	3
Homework	1	6	6
Project	1	20	20
Midterm Exam(s)	1	3	3
Total Workload			72
ECTS Credit (Total workload/25)			2.88

Peer review

Signature:

Name:

Lecturer

Signature:

Name:

Head of Department

Signature:

Name:

Dean