

Syrian Arab Republic	 الجامعة الافتراضية السورية SYRIAN VIRTUAL UNIVERSITY	الجمهورية العربية السورية
Ministry of Higher Education and Scientific Research		وزارة التعليم العالي والبحث العلمي
Syrian Virtual University		الجامعة الافتراضية السورية

Course Description: Strategic Marketing

1- Basic Information:

Course Name	Strategic Marketing
Course ID	BMK610
Contact Hours (Registered Sessions)	24
Contact Hours (Synchronized Sessions)	24
Mid Term Exam	-
Exam	75 min
Registered Sessions Work Load	48
Synchronized Session Work Load	18
Credit Hours	5
Course Level	6

2- Pre-Requisites:

Course	ID
Strategic Management	BMN606
Product and Brand Management	BMK604
Pricing and Distribution	BMK606

3- Course General Objectives:

This course aims to encourage marketing students to think and act as strategic marketers by discussing the main concepts and tools of strategic marketing, it could be accomplished by explaining and addressing its basic stages, starting with analyzing the internal and external environments, determining the strategic direction of the organization, defining the marketing strategy and marketing mix strategies, ending with the implementation and follow-up process.

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4- Intended Learning Outcomes (ILO):

Code	Intended Learning Outcomes
ILO1	A student understands the concept of strategic marketing and its importance, and absorbs the process of strategic marketing
ILO2	A student compares the elements of external and internal environment analysis.
ILO3	A student discusses the strategic orientation and competitive advantage of the organization
ILO4	A student explains and compares segmentation, targeting, differentiation and positioning strategies.
ILO5	A student discusses methods for formulating marketing strategies
ILO6	A student understands the stages of implementation and control in the strategic marketing process.

5- Course Syllabus (24 hours of total Recorded Sessions, 24 hours of total synchronized sessions)

- **RS:** Recorded Sessions; **SS:** Synchronized Sessions;

ILO	Course Syllabus	RS	SS	Type	Additional Notes
ILO1	Introduction to strategic marketing <ul style="list-style-type: none"> • The concept of strategic marketing • Its importance is strategic marketing • The strategic marketing process 	2	2	<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	A course homework helps students to understand and apply the covered concepts in the course
ILO2	The analysis of an organization environment <ul style="list-style-type: none"> • Analysis of the external environment • Analysis of the internal environment • Analysis of the competitive environment • Consumer analysis 	8	8	<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	A course homework helps students to understand and apply the covered concepts in the course
ILO3	Strategic orientation Comparative advantage	4	4	<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects	A course homework helps students to understand and apply the covered concepts in the course

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				<input type="checkbox"/> Practices <input type="checkbox"/> Others	
ILO4	Designing a customer-driven marketing strategy: <ul style="list-style-type: none"> Segmentation strategies Targeting strategies Differentiation strategies Positioning strategies. 	2	2	<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	A course homework helps students to understand and apply the covered concepts in the course
ILO5	Constructing marketing mix strategies: <ul style="list-style-type: none"> Business and product portfolio Pricing Marketing communications Distribution 	4	4	<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	A course homework helps students to understand and apply the covered concepts in the course
ILO6	The implementation stage Follow-up strategies	4	4	<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	The course homework helps students to understand and apply the covered concepts in the course

6- Assessment Criteria (Related to ILOs)

ISC	Interactive Synchronized Collaboration	Ex	Exams	Rpt	Reports
PF2F	Presentations and Face-to-Face Assessments	PW	Practice Work		

ILO Code	ILO	Intended Results	Assessment Type				
			ISC	PW	Ex	PF2F	Rpt
ILO1	A student understands the concept of strategic marketing and its importance and absorbs the process of strategic marketing	A student explains the concept of strategic marketing	✓		✓		✓
		A student demonstrates the importance of strategic marketing	✓		✓		✓
		A student discusses the strategic marketing process	✓		✓		✓

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ILO2	A student compares the elements of external and internal environment analysis.	A student explains the components of the external environment analysis	✓		✓		✓
		A student discusses the components of the internal environment analysis	✓		✓		✓
ILO3	A student discusses the strategic orientation and competitive advantage of the organization	A student argues the organization's strategic orientation.	✓		✓		✓
		A student explains the concept of competitive advantage and methods of excellence.	✓		✓		✓
ILO4	A student explains and compares segmentation, targeting, differentiation and positioning strategies.	A student compares the ways of market segmentation	✓		✓		✓
		A student explains market targeting strategies	✓		✓		✓
		A student argues about differentiation strategies	✓		✓		✓
		A student understands the concept of the brand positioning.	✓		✓		✓
ILO5	A student discusses methods for formulating marketing strategies	A student explains product development strategies and innovations	✓		✓		✓
		A student discusses pricing strategies	✓		✓		✓
		A student argues his teacher about promotion strategies	✓		✓		✓
		A student compares distribution strategies	✓		✓		✓
ILO6	A student understands the	A student explains the stage of implementing marketing	✓		✓		✓

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stages of implementation and control in the strategic marketing process.	of strategies.					
	A student shows strategies for following up on the implementation of the marketing strategies	✓		✓		✓

7- Practice Tools:

Tool Name	Description

8- Main References

- 1- Bradley, Frank. (2003) **Strategic Marketing In the Customer Driven Organization**, Wiley: England
- 2- Chernev, Alexander, Kotler, Philip (2018) **Strategic Marketing Management**. 9th edition Cerebellum press: USA.
- 3- Drummond, Graeme., Ensor, John., Ashford, Ruth. (2009) **Strategic marketing: planning and control**. 3rd edition. Elsevier::UK
- 4- Ferrell, O.C., Hartline, Michael. (2011) **Marketing Strategy**. Fifth edition South-Western Cengage Learning: USA.
- 5- Kim, W. Chan., Mauborgne, Renée. (2014) **Blue ocean strategy: how to create uncontested market space and make the competition irrelevant**. Expanded edition. Harvard business school press: Boston.
- 6- Merlo, Omar (2020) **Strategic Marketing**. Amazon: London.
- 7- Wilson, Richard., Gilligan, Colin. (2012) **Strategic Marketing Management: Planning, implementation and control**. 3rd edition. Elsevier: UK.

8- الصميدعي، محمود، يوسف. ردينة. (2011) **التسويق الاستراتيجي**. دار المسيرة للنشر والتوزيع: عمان.

9- وود، ماريان. (2014) **دليل الخطط التسويقية**. ترجمة شويكار زكي. دار الفجر للنشر والتوزيع: القاهرة

9- Additional References

- 10- Hill , Charles W. L., Jones, Gareth R. (2012) **Essentials of Strategic Management**, Third Edition. South-Western, Cengage Learning: USA.
- 11- Kotler, P., Armstrong, G. and Opresnik, M. O. (2018) **Principle of Marketing**, 17th Edition, Pearson Education Limited. 4.
- 12- Kotler P. and Killer K.L. (2015) **Marketing management**, 15th Edition, Pearson Education,

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England

- 13- Keller, K. (2013). **Strategic brand management: building, measuring, and managing brand equity**, 4th edition. Pearson; England.
- 14- Porter, M. E. (1985) **The Competitive Advantage: Creating and Sustaining Superior Performance**. NY: Free Press,