



جامعة دبي  
UNIVERSITY of DUBAI

COLLEGE OF BUSINESS ADMINISTRATION  
MBA Course Syllabus  
Semester: .....

Course code & No.: MIBM 705  
 Course Title: Marketing Analysis and Communication  
 Prerequisites: MBA 645 (Strategic Management)  
 Faculty Member: .....  
 Contact Details: Email: .....; Phone: .....  
 Class Hours: Time: ..... Days: ..... Room: .....  
 Office Hours: Time: ..... Days: ..... Room: .....

**Brief Course Description:** (As in UD Catalog)

The course focuses on the patterns of trade/comparative advantage in the arena of international trade, to help make decisions in today's global economy. Topical coverage includes Evaluating market competitiveness, Tactical Analysis of product and services, Tactical Analysis of price, Tactical Analysis of distribution and Economic Value Analysis.

**This course contributes to the following MBA IBM program concentration objectives (MBA IBM PCO):** At the end of this program, students should be able to:

MBA IBM PCO	*Objectives	Linked to MBA PO
1	<b>Apply</b> marketing techniques on various business processes in the UAE and in international firms.	4,5
2	<b>Analyze</b> marketing strategies to meet the needs of firms operating in the UAE and internationally.	4,5
3	<b>Use</b> knowledge and skills developed to add value to the firms in the UAE/MENA region.	4,5

**Course Objectives (CO):** Upon completion of this course, students should be able to:

- Analyze** decision making at the country level with emphasis on constraints implied for individual firms.
- Evaluate** decisions faced by companies themselves as they participate in the international economy.

**Course Learning Outcomes (CLO):**

Upon completion of this course, students should be able to demonstrate the following outcomes (With linkage to CO):

- Identify** the market analysis framework.
- Evaluate** competitiveness of market
- Analyze** product, service, price, communication, and distribution.
- Use** the economic value analysis to the UAE/GCC/MENA environment.

**Blooms Taxonomy**

(The following levels of Bloom's taxonomy have been used while developing the above CLO)

Bloom's level	3.Application (AP)	4. Analysis (AN)	5. Synthesis (S)	6.Evaluation (E)
CLO #	1	2	3	4

**CLO Mapping:** This table maps CLO's to: CO

CLO	Linked to CO	Linked to MBA PCO
1	1	1
2	1	1
3	2	2
4	2	3

**CLO Assessment Scheme**

CLO	Class Work (marks)		Final Exam (marks) 30%
	Case Assignment 35%	Group Project 35%	
1	10		7
2	15		7
3		10	7
4		15	9
Presentation	10	10	
<b>Total</b>	<b>35</b>	<b>35</b>	<b>30</b>

**Team Project:**

Competitive exposure analysis

Your team of no more than 3 students should analyze the competitive FEX exposure of a DFM/ADFM listed UAE firm

Individual case write up

Each MBA course is assessed by a combination of class work (assignments/ quizzes, group work, simulations), and an examination. Class work constitutes 70% of the course grade and one examination at the end constitutes 30% of the course grade. Each course grade is distributed as under:

% Marks	Grade	Quality Points
> 95	A	4.0
90-94	A-	3.7
87-89	B+	3.5
83-86	B	3.0
80-82	B-	2.7
Below 80	F (Fail)	0

**Case Assignment**

The instructor will assign a set of 4 cases from different sources with adaptation to the local environment of UAE. Two of these cases (published by the Harvard Business Review) will be used in class. The other five-cases will be used as part of the individual and group assignments. At least one group assignment will require class presentation. Each individual case will deal with a management problem that is designed to reflect the characteristics of the local environment (UAE/GCC). Each case will require data analysis, interpretation, and recommendations to management. Each student is expected to spend about 105 hour's out-of-class time on readings, cases, and problem solving as follows:

**Out-of-Class Time**

Assignments and Cases	Approximate Out-of-Class Time
Case # 1 (individual assignment)	6hours
Case # 2 (Individual assignment)	6 hours
Case # 3 (Group assignment)	12 hours
Case # 4 (Group assignment)	12 hours
Problem Solving	24 hours
Preparation for Presentation	10 hours
Readings (textbook, journal articles and supplemental readings)	35 hours

**Teaching Methods:** Teaching methods used in this course are Interactive learning, lectures, Case studies and Solving Analytical Problems.

**Use of Modern Instructional Technology**

Power point, Internet, Audiovisual, Online Databases, and Moodle Learning System

Weekly/Daily Teaching Plan				
Day Week	Topics	Contents	CLO	Assignment / Reading
1	The framework for marketing analysis	<ul style="list-style-type: none"> <li>The big picture</li> <li>Goal, strategy, tactics, implementation and control framework</li> <li>The marketing planning pyramid</li> <li>Strategy analysis</li> </ul>	1	Chapters 1
2	Evaluating market competitiveness	<ul style="list-style-type: none"> <li>Exchange rate regimes</li> <li>Monetary fiscal links</li> </ul>	2	Chapters 5
3	Tactical Analysis of product and services	<ul style="list-style-type: none"> <li>Optimal pricing, law of one price, exchange rate parity pricing to market, PPP, IRP, Hedging.</li> </ul>	3	Chapter 8
4	Tactical Analysis of price	<ul style="list-style-type: none"> <li>Currency Crisis – Mexico</li> <li>Pricing &amp; Sourcing decisions</li> </ul>	3	Chapter 10 R1 R2
5	Tactical Analysis of Communications	<ul style="list-style-type: none"> <li>Operating exposure;</li> <li>Transaction &amp; Translation exposure</li> </ul>	3	Chapter 12 R3 R4
6	Tactical Analysis of distribution	<ul style="list-style-type: none"> <li>Identifying &amp; quantifying Competitive exposure</li> </ul>	3	Chapter 13 R5 R6
7	Closing Performance Gaps	<ul style="list-style-type: none"> <li>Foreign Investment,</li> <li>Invoicing,</li> <li>Vertical integration</li> </ul>	4	Chapter 19 R6
8	Economic Value Analysis	<ul style="list-style-type: none"> <li>Transitions to a market economy</li> <li>Reforms, FDI , Capital controls,</li> <li>Floating exchange rate</li> </ul>	5	Chapter 21 R7 R8
9		Team presentation		
10		Individual Assignments		
11	Final Examination (Comprehensive)			

## Educational Resources

Educational Resource	Description
<b>Text Book Required</b>	Strategic Marketing Analysis, Alexander Chernev and Philip Kotler, 5 <sup>th</sup> Edition, Brightstar Media, Inc.; 5 edition (August 1, 2009) ISBN 13: 978-0982512630
<b>Supporting Reading:</b>	<p>Global Economic Prospects 2007: Managing the Next Wave of Globalization, World Bank Publishing, ISBN 13: 978-0821367278</p> <p><b>R1:</b> Ventramex &amp; two Mexican Peso Crisis HBS Case 296-056</p> <p><b>R2:</b> HBS 799-089: Note on Currency Crisis</p> <p><b>R3:</b> Universal Circuits Inc. HBS Case 286-006</p> <p><b>R4:</b> Scientific Management Merck, HBS, Jan-Feb 1994, pp 89-99</p> <p><b>R5:</b> Foreign Exchange Hedging Strategies at GM: Competitive Exposures, HBS, Case 9-205-096</p> <p><b>R6:</b> Tiffany and Co; HBS Case 295-047</p> <p><b>R7:</b> China: To float or not to float (A- Background) HBS Case 9-706-023</p> <p><b>R8:</b> China: To float or not to float (C) HBS Case 9-706-023</p>