



MKTG304

Marketing Project

S1 Evening 2014

Dept of Marketing and Management

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General Information

Unit convenor and teaching staff

Lecturer

Stephen Erichsen

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Thursdays 430-600pm

Unit Convenor

Hume Winzar

hume.winzar@mq.edu.au

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E4A 633

Mondays: 2:00pm to 4:00pm or by appointment

Credit points

3

Prerequisites

(MKTG202 or MKTG203 or MKTG204 or MKTG208 or MKTG210 or MKTG213 or BBA203 or BBA213) and (STAT122 or STAT170 or STAT171 or PSY122)

Corequisites

MKTG303

Co-badged status

Unit description

This unit is structured as a semester-long team-based project. It integrates the materials that are covered in first and second year marketing units. Its objectives are to investigate what kinds of factors influence the competitive positioning of an industry, and the firms within it, to achieve a sustainable competitive advantage. It explores the kinds of 'Blue-Ocean' strategies that can be developed to assist a firm to re-construct its existing competitive market boundaries. It addresses the scope and application of corporate social responsibility (CSR) and its use as a mechanism to achieve a sustainable competitive advantage. The class is conducted through workshops and discussions where students are taught to write a research paper around an industry of their choice. Throughout the unit, the emphasis is on the analysis process: identifying information needs, acquiring the necessary information, interpreting it, and using it as the basis for business recommendations.

Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at <https://www.mq.edu.au/study/calendar-of-dates>

Learning Outcomes

On successful completion of this unit, you will be able to:

Articulate frameworks and approaches to harness the power of marketing-oriented thinking for the creation of long-term advantage of any organisation.

Understand the firm's relation to its business environment of customers, competitors, collaborators, and other external forces

Be able to conduct an industry and market analysis to assess market opportunities by analysing customers, competitors, collaborators, and other external forces

Critically examining problem areas, developing feasible marketing investment decision options, developing key recommendations, and communicating this strategic thinking to others

Enhance awareness of marketing's contribution to society through discussion of ethical and professional conduct and issues in corporate social responsibility

Assessment Tasks

Name	Weighting	Due
<u>Project Presentations</u>	15%	Weeks 3-12
<u>Progress Report</u>	15%	Week 9 by Sunday May 18th
<u>Reflective Journal</u>	25%	A:Wed 26 Mar; B: Sun. 15 Jun
<u>Group Marketing Project</u>	45%	Weeks 12-13 & 11th June

Project Presentations

Due: **Weeks 3-12**

Weighting: **15%**

Students will be called on during tutorials on 3 separate occasions to give a short class presentation

Extensions:

As these are in-class presentations, no extension can be granted. Failure to present without prior notice will result in a zero mark for that part of the presentation task.

On successful completion you will be able to:

- Articulate frameworks and approaches to harness the power of marketing-oriented thinking for the creation of long-term advantage of any organisation.
- Critically examining problem areas, developing feasible marketing investment decision options, developing key recommendations, and communicating this strategic thinking to others
- Enhance awareness of marketing's contribution to society through discussion of ethical and professional conduct and issues in corporate social responsibility

Progress Report

Due: **Week 9 by Sunday May 18th**

Weighting: **15%**

Each member of the group will be allocated a phase of the Marketing Group Project and will provide a progress report on that particular phase.

The assignment acts as a progress report of the final project to demonstrate understanding of the relevant Phase of the Group Marketing Project and as such detailed feedback will be provided by tutors.

The individual progress report is due at the end of week 9 by midnight Sunday 18th May via Turnitin.

For complete details of each phase, please see full description in 'Final Written Report' section of the assignment outline.

Extension/ Late Submission

Extensions will be granted only in exceptional circumstances with prior approval from your lecturer, Steve Erichsen.

Late Submissions will be penalised 20% (3 marks) for each 24-hour period late.

On successful completion you will be able to:

- Articulate frameworks and approaches to harness the power of marketing-oriented thinking for the creation of long-term advantage of any organisation.
- Be able to conduct an industry and market analysis to assess market opportunities by analysing customers, competitors, collaborators, and other external forces
- Enhance awareness of marketing's contribution to society through discussion of ethical and professional conduct and issues in corporate social responsibility

Reflective Journal

Due: **A: Wed 26 Mar; B: Sun. 15 Jun**

Weighting: **25%**

As part of evaluating the participative process, an individual reflective journal is required to be maintained throughout the course, due for submission after the group presentation and final group report has been submitted.

There are two parts to this assignment.

The first Part A consists of a pre-activity self-rating of graduate capabilities. The ratings are intended to be the perception of a student's own capabilities. This perception should draw on prior experiences, including university or other studies, paid employment or volunteer work, and from sport, hobbies and other interests. The self-assessment will not be graded, nor will it be shared with others in the class.

- Part A serves the purpose of allowing the student to focus on graduate capabilities and reflective points to be considered while collecting material and writing up the final reflective journal.
- Part A is due in your normal tutorial class in Week 4, Wednesday 26th March. It is compulsory to submit Part A of the reflective Journal. **Failure to do so will result in a fail grade.**

Part B, consists of the self assessment post-activity audit of graduate capabilities and a 2,000 word reflective journal report.

- The self assessment post-activity audit will not be marked, but will act as support for findings in the final report. The final report provides analysis and reflections about the process of self-assessment that students have undertaken and analyse the evidence gathered.
- Part B is due after week 13 by midnight Sunday 15th June via Turnitin. A hard copy will need to be submitted to BESS by Friday 13th June 4:30pm. Complete details of the Reflective Journal are available in the course assignment guidelines.

On successful completion you will be able to:

- Articulate frameworks and approaches to harness the power of marketing-oriented thinking for the creation of long-term advantage of any organisation.
- Enhance awareness of marketing's contribution to society through discussion of ethical

and professional conduct and issues in corporate social responsibility

Group Marketing Project

Due: **Weeks 12-13 & 11th June**

Weighting: **45%**

45% of Course Marks

- 15% - Oral Presentation made weeks 12-13
- 30% - Final Group Written Report

Overall Requirements:

Students are required to complete an analysis of the marketing strategy of the Client Partner focusing on a particular marketing issue related to the organisation. *Blue Ocean Strategy* (BOS) will be applied to the marketing issue and the framework provided by BOS used to formulate a marketing solution supported by other marketing concepts and analytical tools.

- The analysis must demonstrate (a) group understanding of the predominant marketing systems in the industry and (b) the potential to develop 'blue-ocean' strategies within that industry (c) application of the analysis to the selected organisation.
- Note: Students will be required to complete a confidential assessment of their own contribution as well as the contribution of other members of the group to the report and presentation.

Final Group Marketing Report (30%)

The final Group Marketing Report is due at the end of week 13 by midnight Sunday 15th June via Turnitin. A hard copy will need to be submitted to BESS by Wednesday 11th June 4:30pm.

Appendix 2 of this Unit Guide contains a "*Student Evaluation of Member Participation*" to be submitted with the hard copy of the Final Group Marketing Report. Complete details of the Final Group Marketing Report are available in the course assignment guidelines.

Extensions/ Late Submission

As a group report it is unlikely that any circumstances would justify that the group would be unable to submit on time, so an extension is unlikely to be granted.

Late submissions will incur penalty of 20% (6 marks) for each 24-hour period late.

Oral Presentation: Weeks 12-13 – Worth 15.0%

The oral presentation must demonstrate (a) group understanding of the predominant marketing systems in the industry and (b) the potential to develop 'Blue-Ocean' strategies within that industry to solve the marketing problem of the Client Partner.

- Each student will be marked on his/her individual presentation as part of the overall Marketing Group Project presentation. An individual mark will be allocated, not a total group mark.
- A soft copy of the entire group presentation is to be emailed to the tutor before the presentation is due and a hard copy provided to the tutor on the day of the presentation.

Complete details of the Final Group Oral Presentation are available in the course assignment guidelines.

Extensions/ Late Submission

As a group presentation it is highly unlikely that any circumstances would justify an extension. Individual absence from the presentation will incur a mark of zero for this part of the assignment, unless there are exceptional individual circumstances or prior arrangement. Alternative marking or penalties will then be negotiated with the lecturer in consultation with convenor.

On successful completion you will be able to:

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- Understand the firm's relation to its business environment of customers, competitors, collaborators, and other external forces
- Be able to conduct an industry and market analysis to assess market opportunities by analysing customers, competitors, collaborators, and other external forces
- Enhance awareness of marketing's contribution to society through discussion of ethical and professional conduct and issues in corporate social responsibility

Delivery and Resources

Classes

The unit is comprised of:

- 7 x 2 hour lectures in weeks 1 to 7.
- 6 x 2 hour consultation times in weeks 8 to 13.
- 12 tutorials in weeks 2 to 13.
- Students are required to form groups in Week 2 of semester. It is therefore important that, once students are enrolled in a tutorial, students should remain in that particular

tutorial, as changing would be disruptive to fellow students.

- Students are expected to arrive on time, and not leave until the class ends.
- Mobile phone must be turned OFF and not simply set to 'silent'.
- Students who disturb or are disruptive in lectures and/or tutorial class will be asked to leave.

The timetable for classes can be found on the University web site at: <http://www.timetables.mq.edu.au/>

Prizes

Prizes for this unit MKTG304: http://www.businessandeconomics.mq.edu.au/undergraduate_degrees/prizes_scholarships

Prizes for all PACE Subjects

Prof. Judyth Sachs Participation Prizes: http://students.mq.edu.au/opportunities/participation_and_community_engagement/grants_prizes/

This PACE Prize is awarded at the completion of the academic year for all students enrolled in PACE subjects across the whole university. As this subject is offered in the 2013 academic year, the prize will be judged and awarded in early 2014.

Required and Recommended Texts And/or Materials

Prescribed text

- Kim, W. and Mauborgne, R. 2005, *Blue Ocean Strategy*, McGraw Hill.

It will be assumed that students will have read the chapters assigned each week prior to attending lectures. The text covers the theoretical material and provides numerous examples.

What has changed since last delivered:

This unit no longer has a class test.

Unit Schedule

Week	Lecture Topic	Tutorial Topic	Readings/ Specific Tasks
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<p>Week 1, 5th March</p>	<p>Careers Office Presentation</p> <p>Introduction to Marketing Strategy Project</p> <ul style="list-style-type: none"> · Class Organization/ Intro · Course Assessment & Overview <p>Introduction to BOS</p>	<p>No tutorial in Week 1</p>	<p>Kim, W., Mauborgne, R. 2005, “Blue Ocean Strategy”, Chapter 1 and Chapter 2</p>
<p>Week 2, 12th March</p>	<p>1.Creating Blue Oceans</p> <p>2.Overview of analytical Tools and Frameworks</p>	<p>Group Formation</p> <p>Overview of assessment, tutorials and consultations. Reflective Journal overview.</p> <p>BOS</p> <p>3.Reconstruct Market Boundaries</p>	<p>Kim, W., Mauborgne, R. 2005, “Blue Ocean Strategy”, Formulating BOS. Chapter 3</p>
<p>Week 3, 19th March</p>	<p>Client Partner Presentation</p>	<p>BOS</p> <p>4.Strategic Canvas</p>	<p>Kim, W., Mauborgne, R. 2005, “Blue Ocean Strategy”, Formulating BOS. Chapter 4</p>
<p>Week 4, 26th March</p>	<p>Client Partner Presentation</p>	<p>BOS</p> <p>5.Reach Beyond Existing Demand</p>	<p>Kim, W., Mauborgne, R. 2005, “Blue Ocean Strategy”, Formulating BOS. Chapter 5..</p>
<p>Week 5, 2nd April</p>	<p>Client Partner Presentation</p>	<p>BOS</p> <p>6.Get the Strategic Sequence Right</p> <p>7 and 8 Executing BOS</p>	<p>Kim & Mauborgne 2005, “Blue Ocean Strategy”, Chapter 6, 7 and 8.</p>

<p>Week 6, 9th April</p>	<p>Client Partner Presentation if required</p>	<p>Corporate Social Responsibility</p> <p>BOS</p> <p>9.Sustainability and Renewal of BOS</p> <p>Creating Shared Value</p>	<p>Kim & Mauborgne 2005, “Blue Ocean Strategy”, Chapter 9</p> <p>Porter and Kramer (2011) Creating Shared Value</p>
<p>Mid Semester Break</p> <p>12th – 27th April</p>			
Week	Lecture Topic	Tutorial Topics	Readings/ Specific Tasks
<p>Week 7, 30th April</p>	<p>Corporate Social Responsibility and Competitive Positioning</p> <p>What is the link between competitive advantage and corporate social responsibility?</p>	<p>Overview of BOS and second half of session.</p>	
<p>Week 8, 7th May</p>	<p>Masters Project Consultation Seminars</p>	<p>Draft report consultation</p>	
<p>Week 9, 14th May</p>	<p>Masters Project Consultation Seminars</p>	<p>Draft report consultation</p>	

Week 10, 21st May	Masters Project Consultation Seminars	Draft report consultation	
Week 11, 28th May	Masters Project Consultation Seminars	Draft report consultation	
Week 12, 4th June	Group Marketing Project Presentations Groups	Group Marketing Project Presentations Groups	Each Group will make a 20 minute presentation (including questions) that summarises their findings and recommendations.
Week 13, 11th June	Group Marketing Project Presentations Groups	Group Marketing Project Presentations Groups	Each Group will make a 20 minute presentation (including questions) that summarises their findings and recommendations.

Learning and Teaching Activities

First Half

The unit is designed to be an exercise in applied learning, where the first half of the semester adds to students knowledge base. It is vital that students: stay in the assigned tutorial session, attend the first tutorial to get into a group and be briefed, and attend and contribute to the group's effort

Second Half

Application of knowledge base: Each student will engage in a minimum of 60 hours on a marketing project for the Client Partner.

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](#). Students should be aware of the following policies in particular with regard to Learning and Teaching:

Academic Honesty Policy http://mq.edu.au/policy/docs/academic_honesty/policy.html

Assessment Policy <http://mq.edu.au/policy/docs/assessment/policy.html>

Grading Policy <http://mq.edu.au/policy/docs/grading/policy.html>

Grade Appeal Policy <http://mq.edu.au/policy/docs/gradeappeal/policy.html>

Grievance Management Policy http://mq.edu.au/policy/docs/grievance_management/policy.html

Disruption to Studies Policy http://www.mq.edu.au/policy/docs/disruption_studies/policy.html *The Disruption to Studies Policy is effective from March 3 2014 and replaces the Special Consideration Policy.*

In addition, a number of other policies can be found in the [Learning and Teaching Category](#) of Policy Central.

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: https://students.mq.edu.au/support/student_conduct/

Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

Learning Skills

Learning Skills (mq.edu.au/learningskills) provides academic writing resources and study strategies to improve your marks and take control of your study.

- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module for Students](#)
- [Ask a Learning Adviser](#)

Student Services and Support

Students with a disability are encouraged to contact the [Disability Service](#) who can provide appropriate help with any issues that arise during their studies.

Student Enquiries

For all student enquiries, visit Student Connect at ask.mq.edu.au

IT Help

For help with University computer systems and technology, visit <http://informatics.mq.edu.au/help/>.

When using the University's IT, you must adhere to the [Acceptable Use Policy](#). The policy applies to all who connect to the MQ network including students.

Graduate Capabilities

Capable of Professional and Personal Judgement and Initiative

We want our graduates to have emotional intelligence and sound interpersonal skills and to demonstrate discernment and common sense in their professional and personal judgement. They will exercise initiative as needed. They will be capable of risk assessment, and be able to handle ambiguity and complexity, enabling them to be adaptable in diverse and changing environments.

This graduate capability is supported by:

Learning outcomes

- Articulate frameworks and approaches to harness the power of marketing-oriented thinking for the creation of long-term advantage of any organisation.
- Be able to conduct an industry and market analysis to assess market opportunities by analysing customers, competitors, collaborators, and other external forces
- Enhance awareness of marketing's contribution to society through discussion of ethical and professional conduct and issues in corporate social responsibility

Commitment to Continuous Learning

Our graduates will have enquiring minds and a literate curiosity which will lead them to pursue knowledge for its own sake. They will continue to pursue learning in their careers and as they participate in the world. They will be capable of reflecting on their experiences and relationships with others and the environment, learning from them, and growing - personally, professionally and socially.

This graduate capability is supported by:

Learning outcome

- Enhance awareness of marketing's contribution to society through discussion of ethical and professional conduct and issues in corporate social responsibility

Discipline Specific Knowledge and Skills

Our graduates will take with them the intellectual development, depth and breadth of knowledge, scholarly understanding, and specific subject content in their chosen fields to make them competent and confident in their subject or profession. They will be able to demonstrate, where relevant, professional technical competence and meet professional standards. They will be able to articulate the structure of knowledge of their discipline, be able to adapt discipline-specific knowledge to novel situations, and be able to contribute from their discipline to inter-disciplinary solutions to problems.

This graduate capability is supported by:

Learning outcomes

- Articulate frameworks and approaches to harness the power of marketing-oriented thinking for the creation of long-term advantage of any organisation.
- Understand the firm's relation to its business environment of customers, competitors, collaborators, and other external forces
- Critically examining problem areas, developing feasible marketing investment decision options, developing key recommendations, and communicating this strategic thinking to others
- Enhance awareness of marketing's contribution to society through discussion of ethical and professional conduct and issues in corporate social responsibility

Assessment tasks

- Progress Report
- Group Marketing Project

Learning and teaching activities

- The unit is designed to be an exercise in applied learning, where the first half of the semester adds to students knowledge base. It is vital that students: stay in the assigned tutorial session, attend the first tutorial to get into a group and be briefed, and attend and contribute to the group's effort
- Application of knowledge base: Each student will engage in a minimum of 60 hours on a marketing project for the Client Partner.

Critical, Analytical and Integrative Thinking

We want our graduates to be capable of reasoning, questioning and analysing, and to integrate and synthesise learning and knowledge from a range of sources and environments; to be able to critique constraints, assumptions and limitations; to be able to think independently and systemically in relation to scholarly activity, in the workplace, and in the world. We want them to have a level of scientific and information technology literacy.

This graduate capability is supported by:

Learning outcomes

- Articulate frameworks and approaches to harness the power of marketing-oriented thinking for the creation of long-term advantage of any organisation.
- Understand the firm's relation to its business environment of customers, competitors, collaborators, and other external forces
- Be able to conduct an industry and market analysis to assess market opportunities by analysing customers, competitors, collaborators, and other external forces

- Critically examining problem areas, developing feasible marketing investment decision options, developing key recommendations, and communicating this strategic thinking to others

Assessment tasks

- Project Presentations
- Progress Report
- Reflective Journal
- Group Marketing Project

Learning and teaching activities

- The unit is designed to be an exercise in applied learning, where the first half of the semester adds to students knowledge base. It is vital that students: stay in the assigned tutorial session, attend the first tutorial to get into a group and be briefed, and attend and contribute to the group's effort
- Application of knowledge base: Each student will engage in a minimum of 60 hours on a marketing project for the Client Partner.

Problem Solving and Research Capability

Our graduates should be capable of researching; of analysing, and interpreting and assessing data and information in various forms; of drawing connections across fields of knowledge; and they should be able to relate their knowledge to complex situations at work or in the world, in order to diagnose and solve problems. We want them to have the confidence to take the initiative in doing so, within an awareness of their own limitations.

This graduate capability is supported by:

Learning outcomes

- Articulate frameworks and approaches to harness the power of marketing-oriented thinking for the creation of long-term advantage of any organisation.
- Be able to conduct an industry and market analysis to assess market opportunities by analysing customers, competitors, collaborators, and other external forces

Assessment tasks

- Progress Report
- Group Marketing Project

Learning and teaching activities

- Application of knowledge base: Each student will engage in a minimum of 60 hours on a marketing project for the Client Partner.

Creative and Innovative

Our graduates will also be capable of creative thinking and of creating knowledge. They will be imaginative and open to experience and capable of innovation at work and in the community. We want them to be engaged in applying their critical, creative thinking.

This graduate capability is supported by:

Learning outcomes

- Critically examining problem areas, developing feasible marketing investment decision options, developing key recommendations, and communicating this strategic thinking to others
- Enhance awareness of marketing's contribution to society through discussion of ethical and professional conduct and issues in corporate social responsibility

Assessment tasks

- Project Presentations
- Progress Report
- Reflective Journal
- Group Marketing Project

Learning and teaching activities

- Application of knowledge base: Each student will engage in a minimum of 60 hours on a marketing project for the Client Partner.

Effective Communication

We want to develop in our students the ability to communicate and convey their views in forms effective with different audiences. We want our graduates to take with them the capability to read, listen, question, gather and evaluate information resources in a variety of formats, assess, write clearly, speak effectively, and to use visual communication and communication technologies as appropriate.

This graduate capability is supported by:

Learning outcomes

- Articulate frameworks and approaches to harness the power of marketing-oriented thinking for the creation of long-term advantage of any organisation.
- Understand the firm's relation to its business environment of customers, competitors, collaborators, and other external forces
- Be able to conduct an industry and market analysis to assess market opportunities by analysing customers, competitors, collaborators, and other external forces

Assessment task

- Project Presentations

Engaged and Ethical Local and Global citizens

As local citizens our graduates will be aware of indigenous perspectives and of the nation's historical context. They will be engaged with the challenges of contemporary society and with knowledge and ideas. We want our graduates to have respect for diversity, to be open-minded, sensitive to others and inclusive, and to be open to other cultures and perspectives: they should have a level of cultural literacy. Our graduates should be aware of disadvantage and social justice, and be willing to participate to help create a wiser and better society.

This graduate capability is supported by:

Learning outcomes

- Be able to conduct an industry and market analysis to assess market opportunities by analysing customers, competitors, collaborators, and other external forces
- Critically examining problem areas, developing feasible marketing investment decision options, developing key recommendations, and communicating this strategic thinking to others

Socially and Environmentally Active and Responsible

We want our graduates to be aware of and have respect for self and others; to be able to work with others as a leader and a team player; to have a sense of connectedness with others and country; and to have a sense of mutual obligation. Our graduates should be informed and active participants in moving society towards sustainability.

This graduate capability is supported by:

Learning outcomes

- Critically examining problem areas, developing feasible marketing investment decision options, developing key recommendations, and communicating this strategic thinking to others
- Enhance awareness of marketing's contribution to society through discussion of ethical and professional conduct and issues in corporate social responsibility

Research and Practice

This unit uses research from external sources and Macquarie University researchers as listed in the references lists on iLearn.

In particular, this unit draws on cutting-edge research, integrated with extensive industry experience, by Department of Marketing and Management faculty members:

- Mr Stephen Erichsen
- Dr Leanne Carter
- Dr David Gray
- Dr Cynthia Webster
- Dr Chris Baumann