



# MKTG304

## Marketing Project

S2 Day 2014

*Dept of Marketing and Management*

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#### **Disclaimer**

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## General Information

Unit convenor and teaching staff

Lecturer

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By appointment

Thursdays 10.00am-11.00am by appointment

Unit Moderator

Dr Ross Gordon

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Contact via Email

Tutor

Wayne Kingston

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Contact via Email

Tutor

Linda Taylor-Burton

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Contact via Email

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
<a href="#"><u>Individual Class Presentations</u></a>	15%	Weeks 3-5
<a href="#"><u>Progress Report</u></a>	20%	Thursday October 16th
<a href="#"><u>Reflective Journal</u></a>	20%	16 November

Name	Weighting	Due
<a href="#"><u>Group Marketing Project</u></a>	45%	Weeks 12-13 & 6th November

## Individual Class Presentations

Due: **Weeks 3-5**

Weighting: **15%**

Students will be called on during tutorials to give a presentation on a marketing related topic with several weeks topic notification.

### Extensions:

As these are in-class presentations, failure to present without prior notice will result in a zero mark for that part of the presentation task. It is up to the student to arrange any variation in date with their tutor if there are circumstances where the original date allocated is not practical.

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: **Thursday October 16th**

Weighting: **20%**

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 in week 9 by midnight Thursday 16th October via Turnitin and in your tutorial class that day.

For complete details of each phase, please see full description in 'Final Written Report' section that will be loaded on iLearn.

### 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:

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## Reflective Journal

Due: **16 November**

Weighting: **20%**

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

The Reflective Journal is based on an evaluation of the student's personal evaluation and perception of their attributes and 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, being purely subjective is not graded, nor will it be shared with others in the class.

Based on that self assessment students then complete a 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.
- The Reflective Journal is due after week 13 by midnight Sunday 16th November via Turnitin. A hard copy will need to be submitted to BESS by Friday 14<sup>th</sup> November 4:30pm. Complete details of the Reflective Journal are available in the course assignment guidelines.

**Late submissions will incur penalty of 20% for each 24-hour period late**

On successful completion you will be able to:

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- 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 & 6th November**

Weighting: **45%**

### **45% of Course Marks**

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

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 12 by midnight Sunday 9th November via Turnitin. A hard copy will need to be submitted to BESS by Friday 7th November at 4:30pm.

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 as will be issued on iLearn.

### **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 this is a group report 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 the unit moderator.

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- 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.businessandconomics.mq.edu.au/undergraduate\\_degrees/prizes\\_scholarships](http://www.businessandconomics.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/](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.

Students will need access to a computer for both research and preparation of assessment submissions and to communicate with tutors and other group members throughout the semester. Video capability is not required.

## Unit Schedule

Week	Lecture Topic	Tutorial Topic	Readings/ Specific Tasks
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<p>Week 1 7th August</p>	<p>Introduction to Marketing Strategy Project</p> <ul style="list-style-type: none"> <li>• Class Organization/ Intro</li> <li>• Course Assessment &amp; Overview</li> </ul> <p>Introduction to BOS</p> <p>1.Creating Blue Oceans</p> <p>2.Overview of analytical Tools and Frameworks</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, 14th August</p>	<p>Client Partner Presentation</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, 21st August</p>	<p>Client Partner Presentation</p>	<p>BOS</p> <p>4.Strategic Canvas</p> <p>Class presentations</p>	<p>Kim, W., Mauborgne, R. 2005, “Blue Ocean Strategy”, Formulating BOS. Chapter 4</p>
<p>Week 4, 28th August</p>	<p>Client Partner Presentation</p>	<p>BOS</p> <p>5.Reach Beyond Existing Demand</p> <p>Class presentations</p>	<p>Kim, W., Mauborgne, R. 2005, “Blue Ocean Strategy”, Formulating BOS. Chapter 5..</p>
<p>Week 5, 4th September</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>Class presentations</p>	<p>Kim &amp; Mauborgne 2005, “Blue Ocean Strategy”, Chapter 6, 7 and 8.</p>

Week 6, 11th September	Client Partner Presentation	Corporate Social Responsibility  BOS 9.Sustainability and Renewal of BOS  Creating Shared Value  Class presentations	Kim & Mauborgne 2005, "Blue Ocean Strategy", Chapter 9  Porter and Kramer (2011) Creating Shared Value
Week 7, 18th September	Formal guideline for Project expectations	Overview of BOS and second half of session.  Class Presentations	
Mid Semester Break September 20th to October 6th			
Week 8, 9th October	Masters Project Consultation Seminars	Draft report consultation & Class Presentations	
Week 9, 16th October	Masters Project Consultation Seminars	Draft report consultation & Class Presentations	
Week 10, 23rd October	Masters Project Consultation Seminars	Draft report consultation & Class Presentations	
Week 11, 30th October	Masters Project Consultation Seminars	Draft report consultation & Class Presentations	
Week 12, 6th November	Group Marketing Project Presentations Groups	Group Marketing Project Presentations Groups	Each Group will make a 15 minute presentation (including questions) that summarises their findings and recommendations.
Week 13, 13th November	Group Marketing Project Presentations Groups	Group Marketing Project Presentations Groups	Each Group will make a 15 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](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](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](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/](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](http://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](http://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

### 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

- Individual Class 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.

## 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
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- 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

- Individual Class 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 outcome**

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

## **Assessment tasks**

- Individual Class Presentations
- Group Marketing Project

## **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**

- 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
- Reflective Journal
- Group Marketing Project

## **Changes from Previous Offering**

There has been a change to the value of two of the assessment tasks: Reflective Journal was 25% is now 20% Individual Phase Report was 15% is now 20%.

## 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