



MKTG208

Marketing Management

S2 Day 2014

Dept of Marketing and Management

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General Information

Unit convenor and teaching staff

Unit Convenor

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E4A 639

Wed 11-12 and Wed 3-4

Credit points

3

Prerequisites

MKTG101

Corequisites

Co-badged status

Unit description

This unit extends the material learnt in MKTG101 in reference to the customer and the organisation. Marketing management is no longer a department within the company – it is a company-wide undertaking. This unit takes a customer and market focus. Successful marketing management includes: developing marketing strategies and plans; connecting with customers; building strong brands; shaping the market offerings; delivering and communicating value; capturing marketing insights; and creating successful long term growth.

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:

Learn how to analyze, synthesize and evaluate marketing plans

Understand how to use segmentation concepts and generate segmentation schemata

Apply 4Ps-oriented strategic thinking to real-world marketing cases

Assessment Tasks

Name	Weighting	Due
<u>Case Analysis, first 5 cases</u>	35%	Weekly 20/8 to 17/9
<u>Case Analysis, last 5 cases</u>	35%	Weekly 5/10 to 12/11
<u>Marketing Trade Show</u>	30%	5 November 2014

Case Analysis, first 5 cases

Due: **Weekly 20/8 to 17/9**

Weighting: **35%**

You will write up prep-work and post-work for the first 5 cases we will discuss in lecture. Your lowest case mark will be dropped; your best four will be retained. You CANNOT trade off the dropped cases between the first 5 and last 5 case analyses--each works separately. Because being present for and taking part in the case discussions is an important part of case learning, you will need to sign in every case day and this information will be passed on to your tutor.

Prior to the case, you need to write up a brief (250 word) discussion of the following points:

- Analyse the one or two main issues or problems you see in the case
- Explain how you would remedy the above issues or problems

This will be turned in on line by 11pm the night before the case (e.g., Tuesday). At the end of the case discussion, the lecturer will sum up the case and explain his motivations for using it. You then have until 11pm Friday night to turn in a second piece of assessment for the case and this one will be marked. You are to include a cut and paste of the your prep-work at the first part of the document and then you have an additional 250 words to address the following issue:

- From the discussion, what did you learn about the case or marketing in general? Tie in your initial position and use examples from the discussion to illustrate your learning.

The tutor will mark this second document by first reading the prep-work and then the post work. Approximately one third the mark will come from the prep-work, and two thirds from the post work.

Marks are applied on two dimensions: appropriateness and originality. For an unoriginal case write up that largely addresses the summation of the lecturer at the end of the case, the typical range of marks will be 40 to 60 out of 100. Those answers that focus on case facts (knowledge) will get marks in the range of 40, but those that focus on higher level thinking skills like analysis or synthesis will get more marks, 55 or 60 respectively. To get marks above 60, one will have to show some originality.

The range of originality levels ranges from the lowest level, called "unoriginal", and moves

slightly up to "personalised" which can gain marks around 45 for knowledge-oriented answers and up to 85 for synthesis-oriented answers. The next level up is "unusual" which gives 50 marks for knowledge-oriented answers but synthesis-oriented work has a maximum mark of 100 marks plus an additional overall mark for the unit. The highest level, "unique", gains 55 marks for knowledge-oriented answers but 100 marks plus three additional overall unit marks for synthesis-oriented answers.

Late assessments will be penalised 10 marks per hour.

On successful completion you will be able to:

- Learn how to analyze, synthesize and evaluate marketing plans
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- Apply 4Ps-oriented strategic thinking to real-world marketing cases

Case Analysis, last 5 cases

Due: **Weekly 5/10 to 12/11**

Weighting: **35%**

This assessment component follows the same format as Case Analysis, first 5 cases, but applies to the last 5 cases.

On successful completion you will be able to:

- Learn how to analyze, synthesize and evaluate marketing plans
- Understand how to use segmentation concepts and generate segmentation schemata
- Apply 4Ps-oriented strategic thinking to real-world marketing cases

Marketing Trade Show

Due: **5 November 2014**

Weighting: **30%**

Students will present the outcome of their tutorial work at the Marketing Trade Show and the topic for this session is snack foods. Each week for tutorial, students will work in small groups of four working on each of the four Ps and this work will culminate in a student exhibit for a snack food-related product in the Marketing Trade Show, tentatively 12-3pm on Friday 5 November (time could be shifted to late afternoon or evening).

You will need to sign the role each tutorial. Peer assessment will be used to adjust marks for your contribution to the group, and your attendance at tutorials will be part of that assessment. Your exhibit will be marked both visually and through interviews of the students in the group. Therefore, your attendance at the Marketing Trade Show will be important. Periodically, students will be able to turn in their tutorial material to their tutor for comment, but marks will only be awarded via the Marketing Trade Show judging.

On successful completion you will be able to:

- Learn how to analyze, synthesize and evaluate marketing plans
- Understand how to use segmentation concepts and generate segmentation schemata
- Apply 4Ps-oriented strategic thinking to real-world marketing cases

Delivery and Resources

Cases: 10 Harvard Business School cases, available on iLearn

Textbook: Philip Kotler and Kevin Lane Keller, Marketing Management.

Only selected chapters from the textbook will be used. An on-line version of the textbook, including only the assigned chapters, has been negotiated with publisher. Given there will be numbering differences between the two sources for the textbook, the comment "TBA" is given in the Unit Schedule. See first lecture for details.

Changes since 2013 offering:

This unit has undergone extensive changes since S2 2013. First, it has added 10 new Harvard Business School Publishing cases which will be discussed during lecture. The exam has been dropped. The Marketing Trade Show is new. The unit uses the same textbook as last year, but now only nine chapters are used. Assessment weight have been changed dramatically.

Timetable:

Details of teaching times and locations (except the Marketing Trade Show) are available at:

http://students.mq.edu.au/student_admin/timetables

Unit Schedule

Date	Topic	Case	Reading	Tutorial?
6 August	Introduction			No
13 August	About the Marketing Trade Show How to analyze a case			No
20 August	Segmentation	Vanguard	TBA	Yes
27 August	Product	Bang & Olufsen	TBA	Yes
3 September	Product	Oasis of the Sea		Yes
10 September	Promotion	British Airways	TBA	Yes
17 September	Promotion	US Army		Yes
	Teaching Recess			
8 October	Place	Marks & Spencer	TBA	Yes
15 October	Place	Westfield, USA		Yes

22 October	Price	Kingsford	TBA	Yes
29 October	Price	J.C. Penney's		Yes
5 October	Marketing Trade Show TBA, possibly E7B atrium			Everyone but time TBA
12 October	Using the 4Ps	Cialis		No

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

- Learn how to analyze, synthesize and evaluate marketing plans
- Understand how to use segmentation concepts and generate segmentation schemata
- Apply 4Ps-oriented strategic thinking to real-world marketing cases

Assessment tasks

- Case Analysis, first 5 cases
- Case Analysis, last 5 cases
- Marketing Trade Show

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

- Learn how to analyze, synthesize and evaluate marketing plans
- Understand how to use segmentation concepts and generate segmentation schemata
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Assessment tasks

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- Marketing Trade Show

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

- Learn how to analyze, synthesize and evaluate marketing plans
- Understand how to use segmentation concepts and generate segmentation schemata
- Apply 4Ps-oriented strategic thinking to real-world marketing cases

Assessment tasks

- Case Analysis, first 5 cases
- Case Analysis, last 5 cases
- Marketing Trade Show

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

- Understand how to use segmentation concepts and generate segmentation schemata

- Apply 4Ps-oriented strategic thinking to real-world marketing cases

Assessment tasks

- Case Analysis, first 5 cases
- Case Analysis, last 5 cases
- Marketing Trade Show

Research and Practice

Students have the opportunity to analyse applied research information in the form of case analysis. Most of the cases from Harvard Business School Publishing used have detailed quantitative research information that requires deep analysis.

Students also have the opportunity to gather additional research information for their Marketing Trade Show project. Sources will include trade publications specialising in chocolate food products and more general Australian food marketing.

Useful sources may include:

Australian Food News: www.ausfoodnews.com.au

Australian Food and Grocery Council: www.afgc.org.au

Australian Bureau of Statistics: www.daff.gov.au/agriculture-food/food/publications/afs