



MKTG806

Applied Marketing Strategy

S1 Evening 2014

Dept of Marketing and Management

Contents

<u>General Information</u>	2
<u>Learning Outcomes</u>	2
<u>Assessment Tasks</u>	3
<u>Delivery and Resources</u>	7
<u>Unit Schedule</u>	8
<u>Policies and Procedures</u>	10
<u>Graduate Capabilities</u>	11
<u>Research and Practice</u>	13

Disclaimer

Macquarie University has taken all reasonable measures to ensure the information in this publication is accurate and up-to-date. However, the information may change or become out-dated as a result of change in University policies, procedures or rules. The University reserves the right to make changes to any information in this publication without notice. Users of this publication are advised to check the website version of this publication [or the relevant faculty or department] before acting on any information in this publication.

General Information

Unit convenor and teaching staff

Unit Convenor

Lawrence Potter

lawrence.potter@mq.edu.au

Contact via lawrence.potter@mq.edu.au

By appointment

Lorraine Nicolas

lorraine.nicolas@mq.edu.au

Credit points

4

Prerequisites

MKTG696 or admission to MCom or MIntBus or MEc or MActPrac prior to 2011

Corequisites

Co-badged status

Unit description

This unit takes students through the whole marketing strategy process, such as identifying options, evaluating and assessing competitive positioning, and choosing how and where to compete, and assessing performance. Students have the opportunity to apply their knowledge to the commercial environment. Students will build upon their marketing knowledge gained in market research, consumer behaviour, marketing communications and marketing management, and work in teams to develop strategic initiatives for an existing commercial business.

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:

The learning outcomes of this unit are: Learn how to analyse, synthesise and evaluate marketing strategies. STEPS Management Strategy Model, Consumer Choice Models and Social Behaviour Models,

Understand and analyse the complexities of the business environment and how these

influence marketing strategy (awareness to choice to behaviour).

Understand how to use market segmentation concepts and generate potential segmentation schemata.

To understand and apply core marketing strategy concepts like competitive advantage, synergies, positioning and branding.

The ability to work and resolve complex business issues through a new thinking and application model.

Assessment Tasks

Name	Weighting	Due
<u>Media Case Study</u>	10%	Week 3 or Week 5
<u>Social Marketing Report</u>	20%	25/04/14
<u>Group Tourism Project</u>	30%	Week 11
<u>FINAL EXAM</u>	40%	June 2014

Media Case Study

Due: **Week 3 or Week 5**

Weighting: **10%**

Media – Report and Presentation (Max 2 page Written Report + 3 Slide 5 Minute Presentation)

- What's In the Media Article is to be sourced Online published no more than 7 days before the assigned Presentation slot (Week 3 or Week 5).
- You are to answer the following questions.
 - o What is the Article About
 - o What are the Key Marketing Issues
 - o What would you do to deal with this issue from a Marketing Perspective and Why.
 - o **PLEASE NOTE: Quality not Quantity applies. Key will be your ability to identify the issue and develop relevant and innovative solutions to the Marketing Issue. Balance the use of theory and commercial application in your answer.**
- You are to present your Report to the Class in a 5 Minute Presentation using only 3 PowerPoint Slides. (1 for each Question).

On successful completion you will be able to:

- The learning outcomes of this unit are: Learn how to analyse, synthesise and evaluate marketing strategies. STEPS Management Strategy Model, Consumer Choice Models and Social Behaviour Models,
- Understand and analyse the complexities of the business environment and how these influence marketing strategy (awareness to choice to behaviour).
- Understand how to use market segmentation concepts and generate potential segmentation schemata.

Social Marketing Report

Due: **25/04/14**

Weighting: **20%**

Individual Assignment: A Report on a Social Marketing Campaign (2,000 words, 20 marks) The report must contain references to a minimum of 5 academic journal articles and 3 relevant Campaign links.

Select a **Social Marketing Campaign** that has been created and implemented in response to your chosen issue.

Review the **evaluation report** of the campaign and consider the evidence. What factors behind its successes can you relate to material discussed in this unit? What failures or shortcomings can you relate to material discussed in the Lecture and from your Research? Employ one of the **Behavioural Change Models** discussed to analyse your selected campaign. Conclude with your recommendations to continue or increase the success of campaigns dealing with this issue in the future.

Eligible Campaign List (select 1 Topic ONLY)

PLEASE NOTE: The web links given are examples of Campaigns ONLY and you are required to undertake additional research on the topic and not solely base your answer on the campaign used as an example.

- Health/Lifestyle – Healthy Active Campaign (www.healthyactive.gov.au)
- Safe Sex – Safe Sex No Regrets Campaign (www.safe sexnoregrets.com.au)
- Safe Driving/Road Death – Plan B Campaign (www.whatsyourplanb.net.au)
- Violence – White Ribbon Campaign (www.whiteribbon.org.au)

- Racism – It stops with me Campaign (itstopswithme.humanrights.gov.au)

On successful completion you will be able to:

- The learning outcomes of this unit are: Learn how to analyse, synthesise and evaluate marketing strategies. STEPS Management Strategy Model, Consumer Choice Models and Social Behaviour Models,
- Understand and analyse the complexities of the business environment and how these influence marketing strategy (awareness to choice to behaviour).
- To understand and apply core marketing strategy concepts like competitive advantage, synergies, positioning and branding.

Group Tourism Project

Due: **Week 11**

Weighting: **30%**

Your group is to select an Australian Tourism Entity and are to develop strategic marketing program. The Tourism Entity that you choose needs to be approved by the LIC in Week 2 and your Group is also to complete the relevant Group Paperwork to ensure that all Group members are aware of the required commitment expected by the Group (Group Paperwork will be supplied in the Week 1 Tutorial). Groups will be formed in Week 1 of the Semester and will culminate in the delivery of a Strategic Report and Presentation in Weeks 11 and 12.

A peer review will be conducted at the completion of this project, the result of which will help to determine individual scores for the group project. The peer review form is attached in Appendix I in the end of this unit outline.

In developing the Marketing Plan you are to complete the following criteria below.

- Remember this is to be a real business and therefore you will need to assess exactly what is happening (current situation and influences) and develop strategies that are realistic and formulated on the current and previous performance.
- The group is to assume the role of Marketing Manager and demonstrate knowledge of the market/industry, identify relevant marketing theories and develop practical marketing strategies for the business, and clearly demonstrate how those marketing theories apply.

ESSENTIAL Aspects of the Marketing Report

- Tourism Region or Activity: what is the focus of the Report. For Example in Victoria options could include Sport Focus, Cultural Focus or MICE Focus.
- Tourism Product and Service Offering: what is the product offer and experience, USP's and key product benefits of the experience.
- IMC Program: what is the appropriate message and communication strategy for the business.
- Social Media Strategy: Evaluate the current strategy and develop a social media strategy and calendar for the ensuing 12 month period (2014).
- Market Expansion Program: develop a market development strategy targeting key stakeholder channels (this may include hotels, tourism partners, airlines, travel partners, Government), promotional opportunities (advertising, sponsorship etc.), and awareness program.

The Group Presentation will be to a Board Presentation and as such you will be evaluated on the whole groups' ability to present and answer questions in relation to your Marketing Plan. Each group will be allocated 30 minutes for their presentation time of which you will need to allow 10 minutes for questions in relation to the strategies presented.

On successful completion you will be able to:

- The learning outcomes of this unit are: Learn how to analyse, synthesise and evaluate marketing strategies. STEPS Management Strategy Model, Consumer Choice Models and Social Behaviour Models,
- Understand and analyse the complexities of the business environment and how these influence marketing strategy (awareness to choice to behaviour).
- Understand how to use market segmentation concepts and generate potential segmentation schemata.
- To understand and apply core marketing strategy concepts like competitive advantage, synergies, positioning and branding.
- The ability to work and resolve complex business issues through a new thinking and application model.

FINAL EXAM

Due: **June 2014**

Weighting: **40%**

This is a 3 Hour Exam which will consist of a series of short answer questions and a Case Study.

On successful completion you will be able to:

- Understand and analyse the complexities of the business environment and how these influence marketing strategy (awareness to choice to behaviour).
- Understand how to use market segmentation concepts and generate potential segmentation schemata.
- To understand and apply core marketing strategy concepts like competitive advantage, synergies, positioning and branding.

Delivery and Resources

Changes to the unit since last offering

Assessment Tasks

- Unit Schedule
- Delivery & Resources
- Graduate Capabilities
- Research and Practice

General Information

- Number and length of classes: 3 hours face-to-face teaching per week for 13 weeks, consisting of lectures and student presentations
- The timetable for classes can be found on the University web site at: <http://www.timetables.mq.edu.au/>
- Students are expected to participate in lectures. Attendance will be taken in class.
Warning: You MUST attend a minimum 11 of the 13 classes. Failure to do so will lead to a major deduction in your overall marks.
- To avoid incurring a penalty, medical certificates must be provided if you are not able to attend a class. If absence is Work-related then prior approval and notification will be required.**PLEASE NOTE Notification of Absence and/or submission of medical evidence does not guarantee acceptance for your absence.**
- You are expected to arrive on time and not to leave until the class ends. You are to be in class and ready to start no later than 10 minutes from the commencement of class. The class roll will be marked weekly. If you arrive late or leave early after the roll has been marked, then a non-attendance will be recorded.
- Mobile phones must be turned OFF and not simply set to “silent”. Students whose phones make audible sounds (whether by tone or vibration). Use of mobile devices will not be required in class. There will be a planned break during class when you are able to use your Mobile phone.

- Use of Laptops (this includes iPads, Tablets, Smart Phones) is not required in class as a rule and ARE NOT TO BE USED. You will need to be ready to engage in discussion and take written notes for activities. Where use of Laptops is required you will be advised.
- Students are to complete ALL Assessment Tasks as per the requirements specified for all Assessment Tasks and fulfil ALL relevant academic requirements in regards to Assessment.
- **Late submission will NOT be accepted.**
- **Students must attend at least 11 lectures to be allowed to take the final examination.**
- **OVERALL GRADING: students must achieve at least 50% mark for the individual assessments (WITM – Report/Presentation, Social Marketing Report and Final Exam) as well as a 50% overall to Pass this course..**
- **Lecture attendance will be recorded each week and used to moderate students' final overall scores for this unit.**

Unit Schedule

Date	Topic	Readings	Class Activities & HOMEWORK
1 4 th March	Introduction, Course Overview and assessments. Customer Analysis and Target Marketing	Aaker Chapters 1 – 3	Lecture Group Formation Select Social Marketing Issue (Individual Report)
2 11 th March	Environment, Internal Analysis Case Study 1	Covey 7 Habits	

3 18 th March	WITM – Marketing Issues and Actions		A1a: WITM – Session 1 Social Marketing Readings and Assignment Prep.
4 25 th March	Social Marketing and Behaviour Models	Read Articles by Rothschild and Sheth Social Behaviour Models	
5 1 st April	WITM – Marketing Issues and Actions	Aaker Chapters 4 and 6	A1a: WITM – Session 2
6 8 th April	Group KIR Presentations (10 mins)		
MID Semester Break	A1b: Social Marketing Report DUE: Friday 25 th April 11.59pm		
7 29 th April	Global Strategy, Setting Priorities, Implementation Case Study – Review	Aaker Chapters 7 - 9	
8 6 th May	GROUP Consultation Sessions – work completed over the break and update from KIR feedback.	Aaker Chapters 10 and 12	
9 13 th May	CRM and Strategy	Aaker Chapters 11 and 13	
10 20 th May	Planning and Performance		A2: Tourism Group Report

11 27 th May	Group Project Presentation Week 1		Group Project
12 3 rd June	Group Project Presentation Week 2		Group Project
13 10 th June	Course WRAP UP & FINAL EXAM Case Study		
	Final Examination		

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

PG - Discipline Knowledge and Skills

Our postgraduates will be able to demonstrate a significantly enhanced depth and breadth of knowledge, scholarly understanding, and specific subject content knowledge in their chosen fields.

This graduate capability is supported by:

Learning outcomes

- Understand and analyse the complexities of the business environment and how these influence marketing strategy (awareness to choice to behaviour).
- To understand and apply core marketing strategy concepts like competitive advantage, synergies, positioning and branding.
- The ability to work and resolve complex business issues through a new thinking and application model.

Assessment tasks

- Media Case Study

- Social Marketing Report
- Group Tourism Project
- FINAL EXAM

PG - Critical, Analytical and Integrative Thinking

Our postgraduates will be capable of utilising and reflecting on prior knowledge and experience, of applying higher level critical thinking skills, and of integrating and synthesising learning and knowledge from a range of sources and environments. A characteristic of this form of thinking is the generation of new, professionally oriented knowledge through personal or group-based critique of practice and theory.

This graduate capability is supported by:

Learning outcomes

- The learning outcomes of this unit are: Learn how to analyse, synthesise and evaluate marketing strategies. STEPS Management Strategy Model, Consumer Choice Models and Social Behaviour Models,
- Understand and analyse the complexities of the business environment and how these influence marketing strategy (awareness to choice to behaviour).
- Understand how to use market segmentation concepts and generate potential segmentation schemata.
- To understand and apply core marketing strategy concepts like competitive advantage, synergies, positioning and branding.
- The ability to work and resolve complex business issues through a new thinking and application model.

PG - Research and Problem Solving Capability

Our postgraduates will be capable of systematic enquiry; able to use research skills to create new knowledge that can be applied to real world issues, or contribute to a field of study or practice to enhance society. They will be capable of creative questioning, problem finding and problem solving.

This graduate capability is supported by:

Learning outcomes

- The learning outcomes of this unit are: Learn how to analyse, synthesise and evaluate marketing strategies. STEPS Management Strategy Model, Consumer Choice Models and Social Behaviour Models,
- Understand and analyse the complexities of the business environment and how these influence marketing strategy (awareness to choice to behaviour).

- Understand how to use market segmentation concepts and generate potential segmentation schemata.
- To understand and apply core marketing strategy concepts like competitive advantage, synergies, positioning and branding.

Assessment tasks

- Media Case Study
- Social Marketing Report
- Group Tourism Project

Research and Practice

This Unit is based on blending theory and commercial application therefore as such students are to follow the latest thought and opinion leader discussions.

Research Notes and Opinion from major Consulting Houses including PWC and McKinsey (eg: Quarterly Review).

Use of Harvard Case Studies will be utilised to underpin the application of theory to new thought concepts.

Journals of Marketing and Management are also to be utilised.