



MKTG806

Applied Marketing Strategy

S2 Day 2014

Dept of Marketing and Management

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General Information

Unit convenor and teaching staff

Lawrence Potter

lawrence.potter@mq.edu.au

Consultation is by appointment. Please send email request to lawrence.potter@mq.edu.au

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: 1. Learn how to analyse, synthesise and evaluate marketing strategies. STEPS Management Strategy Model, Consumer Choice Models and Social Behavioural Models, 2. Understand and analyse the complexities of the business environment and how these influence marketing strategy (awareness to choice to behaviour). 3. Understand how to use market segmentation concepts and generate

potential segmentation schemata. 4. To understand and apply core marketing strategy concepts like competitive advantage, synergies, positioning and branding. 5. The ability to work and resolve complex business issues through a new thinking and application model.

General Assessment Information

Extensions:

No extensions will be granted. Students who have not submitted the task prior to the deadline will be awarded a mark of 0 for the task, except for cases in which an application for special consideration is made and approved. This applies to all assessments in-class, individual and group assessments.

Assessment Tasks

Name	Weighting	Due
<u>FINAL Exam</u>	30%	17-11-14
<u>Group Project - Not for Profit</u>	30%	27-10-14
<u>Individual Case Study</u>	20%	08-09-14
<u>Individual Social Media Report</u>	20%	06-10-14

FINAL Exam

Due: **17-11-14**

Weighting: **30%**

The University Examination period in Second Half Year 2014 is from Monday 17th November to Friday 5th December 2014.

The exam will ask questions based on a Case Study and Reading. The relevant Case Study and Reading will be supplied in Week 9. Students are expected to be highly familiar with the case and reading prior to the exam. However, students are not allowed to refer to a print out of the case, nor notes on the case, during the examination. Any relevant documentation for the Examination will be supplied as part of the Examination Paper.

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Group Project - Not for Profit

Due: **27-10-14**

Weighting: **30%**

GROUP PROJECT KEY MILESTONE DATES:

Week 7 – Key Issues Report & Consultation:

Key findings from research and conclusions in relation to strategy. Project aims, objectives and timeline.

Max 5 pages (10%)

Week 11 – FINAL Report:

Submission of the FINAL Report. Report Details will be delivered in class (Weeks 1 and 2) and the Report Framework available on i-Learn from Week 3. The FINAL Report is to display academic theory and commercial application to the task and demonstrated balance will be required using the appropriate business models.

Max 15 pages (20%)

Week 11/12 – Presentation & Slide Pack:

Groups will present the key findings and conclusions of the report. This will be a 20 minute Presentation and delivered in class. ALL STUDENTS are expected to attend these two weeks. MARKS will be deducted for non-attendance. **Max 15 slides in TOTAL**. PowerPoint Slides are to be printed and submitted for marking at the conclusion of the Presentation.

Combined Presentation and Slide Pack (10%)

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Individual Case Study

Due: **08-09-14**

Weighting: **20%**

Assessment 1a: Case Study x 4 – 10%

PARTICIPATION MARKS

The case participation method of assessment is composed of the lecturer's weekly assessment of your oral contributions to case discussions. Please note that a participation mark assesses the **QUALITY** of input not the **QUANTITY**! That is, oral case comments that provide fresh insights, give analysis and synthesis of case material, and provoke further thought and discussion are rewarded highly, whereas comments that simply repeat case facts without going any further are not rewarded. Also, participants often misunderstand that their participation mark is based on their best contributions, not their average contribution. For example, after each case discussion, participants who make high quality comments are recorded as having 'high' or 'very high' levels of performance. Usually, not more than 25% of the class receives a 'high' or 'very high' mark in any particular week. However, it only takes a few 'high' or 'very high' marks to gain a high overall mark for participation.

JOURNAL MARKS

Another method of assessing your learning is the use of journals. At the beginning of case discussions, record in your journal your personal analysis of that week's case. You should come to case discussions prepared to write a short evaluation of the case issues. The first few minutes in class will be allowed for writing these thoughts in your journals. You are not allowed to refer to the case at this time, but you may refer to notes. At the end of class, you will write in your journal again, this time noting how your opinion of the case has changed since your first entry. The focus of the second entry is on what kinds of learning have taken place during the case discussion. Then the journals are returned to the lecturer who will keep them until the next week. Participant journals are marked on how well higher level thinking skills (analysis, synthesis and evaluation) and demonstrated in case discussions. One third weighting is on the first half of the journal, and two thirds on the second half.

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model.

Individual Social Media Report

Due: **06-10-14**

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.

DUE: Final electronic copy submitted to Turnitin in Week 8 NO LATER THAN 11.59 pm Monday 6th October.

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.safesexnoregrets.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)

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model.

Delivery and Resources

- 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 applies to iPads, tablets and Smart Phones) is not required in class as a rule and ARE NOT BE USED. You will need to be prepared to take notes and engage in discussion. Where use of the laptop is required then it will be specified.
- 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.

Unit Schedule

Weekly Schedule – Monday Class Dates

Date	Topic	TEXT Readings	Class Activities & <i>HOMEWORK</i>

1 4 th August	Introduction, Course Overview and assessments. Customer Analysis and Target Marketing	Aaker Chapters 1 – 3	Lecture Group Formation Case Study 1
2 11 th August	Environment, Internal Analysis Assessment 1A - Case Study 1		Case Study 2
3 18 th August	Group Project Overview Assessment 1B - Social Marketing and Behaviour Models Assessment 1A - Case Study 2		A1a: WITM – Session 1 Social Marketing Readings and Assignment Prep.
4 25 th August	GUEST LECTURES <ul style="list-style-type: none">• Annalisa• Elliot• Nadine• Felicity		Read Articles by Rothschild and Sheth Social Behaviour Models Case Study 3
5 1 st September	Social Marketing and Behaviour Models Assessment 1A – Case Study 3	Aaker Chapters 4 and 6	Case Study 4
6 8 th September	Strategic Marketing: MI, CI, SI, BI, KM Assessment 1B – Case Study 4	Aaker Chapters 7 - 9	
7 15 th September	GROUP KIR Presentation and Consultation Sessions.		Assessment 2: Group Project Key Issues Report
MID Semester Break			
8 PUBLIC HOLIDAY	Assessment 1B: Social Marketing Report. Submit via Turnitin DUE: Monday 6 th October by 11.59pm		
9 13 th October	CRM and Strategy	Aaker Chapters 10 and 12	
10 20 th October	Planning and Performance	Aaker Chapters 11 and 13	
11 27 th October	Group Project Presentation Week 1		Group Project

12 3 rd November	Group Project Presentation Week 2		Group Project
13 10 th November	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 outcome

- The learning outcomes of this unit are: 1. Learn how to analyse, synthesise and evaluate marketing strategies. STEPS Management Strategy Model, Consumer Choice Models and Social Behavioural Models, 2. Understand and analyse the complexities of the business environment and how these influence marketing strategy (awareness to choice to behaviour). 3. Understand how to use market segmentation concepts and generate potential segmentation schemata. 4. To understand and apply core marketing strategy concepts like competitive advantage, synergies, positioning and branding. 5. The ability to work and resolve complex business issues through a new thinking and application model.

Assessment tasks

- FINAL Exam
- Group Project - Not for Profit
- Individual Case Study

- Individual Social Media Report

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 outcome

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Assessment tasks

- FINAL Exam
- Group Project - Not for Profit
- Individual Case Study
- Individual Social Media Report

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 outcome

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Assessment tasks

- FINAL Exam
- Group Project - Not for Profit
- Individual Case Study
- Individual Social Media Report

Assessment Changes

Changes in Semester 2 2014.

Assessment 1a: will be a series of 4 IN-CLASS Case Studies in stead of a What in the Media Report and In Class Presentation. The Assessment value remains the same.

Research and Practice

Students are expected to access current literature in relation to the Unit Assessments.

Case Studies will be supplied to students from Harvard Business. These cases will be undertaken in class.

Additional Research will be expected to be completed in relation to the Group Project and Social Marketing Report.

Research will be required from Internet Searches and also Online Journals and Reports. These will include:

- Australian Bureau of Statistics
- Business Journal (IBIS Reports)
- Journal of Non-Profit Management
- Journal of Marketing
- Social Project Outcome Reports

Also other readings are expected to include additional discussion and opinion from other texts and relevant topic readings. These are expected to be sourced as a minimum from use of the MQ library databases (e.g.: Google Scholar).