



# MKTG208

## Marketing Management

S2 Day 2017

*Dept of Marketing and Management*

### Contents

<u>General Information</u>	2
<u>Learning Outcomes</u>	3
<u>Assessment Tasks</u>	3
<u>Delivery and Resources</u>	5
<u>Unit Schedule</u>	5
<u>Policies and Procedures</u>	6
<u>Graduate Capabilities</u>	7
<u>Global Contexts and Sustainability</u>	9
<u>Research and Practice</u>	9
<u>Changes since First Published</u>	10

#### **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

Stephen Burke

[stephen.burke@mq.edu.au](mailto:stephen.burke@mq.edu.au)

by appointment

Tutor

Nicholas Ridis

[nicholas.ridis@mq.edu.au](mailto:nicholas.ridis@mq.edu.au)

by appointment

Tutor

Edward Wan

[edward.wan@mq.edu.a](mailto:edward.wan@mq.edu.a)

By appointment

Rebecca Young

[rebecca.young@mq.edu.au](mailto:rebecca.young@mq.edu.au)

Credit points

3

Prerequisites

MKTG101

Corequisites

Co-badged status

Unit description

The aim of this unit is to introduce marketing management as a company-wide undertaking, taking a customer and market focus. The unit extends the material in MKTG101 in reference to the customer and the organisation. It will equip students with the knowledge and skills to undertake successful marketing management including: 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. In addition, students will develop graduate capabilities in creativity and innovation; critical, analytical and integrative thinking and professional and personal judgement and initiative.

## 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
- Managing products in a team environment

## Assessment Tasks

Name	Weighting	Hurdle	Due
<a href="#">Case Analysis (10 cases total)</a>	70%	No	Weekly 19/8 to 11/11
<a href="#">Marketing Trade Show</a>	30%	No	Week 12 TBA

### Case Analysis (10 cases total)

Due: **Weekly 19/8 to 11/11**

Weighting: **70%**

You are required to be physically present at the case discussion for at least eight of the ten cases in this unit. This is because the teaching method is case discussion and you are expected to participate in those discussions. You can't participate unless you are there. Your assessment is also predominately based on what you can say you learned from the case discussion (and not the case *per se*).

You will write up prep-work and post-work for the 10 cases we will discuss in lecture. Your lowest two case mark will be dropped; your best eight will be retained. 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

You are recommended to use those above two dot-points as headings in your write up. This will be turned in on line by 11.59 pm the night before the case discussion in class (ie Monday). At the end of the case discussion, the lecturer will sum up the case and explain his motivations for using it. A strong recommendation is made to look at the textbook chapters for the topic and incorporate appropriate material from the textbook in your prep-work.

You then have until 11.59 pm 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 write 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.

Again, use the above dot-point as the headings in your write up. 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. However, you must turn in BOTH pre- and post-work to get ANY credit.

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 65 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, 60 or 65 respectively. To get marks above 65, 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 90 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.

Late assessments: No extensions will be granted. Student who have not submitted the task prior to the deadline will be awarded a mark of 0 for the case except for situations in which an application for disruption of studies is made and approved.

On successful completion you will be able to:

- Learn how to analyze, sythesize 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: **Week 12 TBA**

Weighting: **30%**

Students will present the outcome of their tutorial work at the Marketing Trade Show and there is a product category assigned for the whole unit. 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 product in the category in the Marketing Trade Show, tentatively set for 4-8 pm late in Week 12. These groups are supervised by the tutor.

Attendance at tutorials is required and you will need to sign the role each tutorial. Marks will be deducted if you miss tutorials. 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.

Individual assessment of group marks is substantial and three methods are used to insure individuals are appropriately rewarded for individual performance in groups. First, peer assessments are used. Second, tutors work with individual groups for an average of 75 minutes of tutorial time during the session to see first hand the interactions of the groups. Third, judges interview the group in the Marketing Trade Show. Each group member is expected to contribute and failure to contribute is noted.

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
- Managing products in a team environment

## Delivery and Resources

Cases: 10 Harvard Business School cases, available on iLearn <https://ilearn.mq.edu.au/login/MQ/>

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

Only selected chapters from the textbook will be used. A Pearson custom book version of the textbook, including only the assigned chapters, has been negotiated with publisher. The chapter numbering is supposed to be the same. If there are differences, you will be informed in the first weeks.

Technology used and required: Access to a personal computer is required to complete tasks on iLearn.

Timetable:

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

[http://students.mq.edu.au/student\\_admin/timetables](http://students.mq.edu.au/student_admin/timetables)

## Unit Schedule

Date	Topic	Case	Reading	Tutorial?
1 Aug	Introduction About the Marketing Trade Show How to analyze a case		Chapter 9 & 10	No

8 Aug	Segmentation		Chapters 11 & 12	No
15 Aug	Segmentation	Vanguard		Yes
22 Aug	Product	Bang & Olufsen	Chapter 13	Yes
29 Aug	Product	Oasis of the Sea		Yes
5 Sep	Promotion	British Airways	Chapters 15 & 17	Yes
12 Sep	Promotion	US Army	Chapters 18 & 19	Yes
	Recess/Break			No
3 Oct	Place	Marks & Spencer	Chapter 16	Yes
10 Oct	Place	Westfield, USA		Yes
17 Oct	Price	Kingsford	Chapter 14	Yes
24 Oct	Price	J.C. Penney's		Yes
31 Oct	Marketing Trade Show			N/A
TBA	Location TBA			
7 Nov	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](http://mq.edu.au/policy/docs/academic_honesty/policy.html)

Assessment Policy [http://mq.edu.au/policy/docs/assessment/policy\\_2016.html](http://mq.edu.au/policy/docs/assessment/policy_2016.html)

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

Complaint Management Procedure for Students and Members of the Public [http://www.mq.edu.au/policy/docs/complaint\\_management/procedure.html](http://www.mq.edu.au/policy/docs/complaint_management/procedure.html)

Disruption to Studies Policy (in effect until Dec 4th, 2017): [http://www.mq.edu.au/policy/docs/disruption\\_studies/policy.html](http://www.mq.edu.au/policy/docs/disruption_studies/policy.html)

Special Consideration Policy (in effect from Dec 4th, 2017): <https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policies/special-consideration>

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/)

## Results

Results shown in *iLearn*, or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in [eStudent](#). For more information visit [ask.mq.edu.au](#).

## 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://www.mq.edu.au/about\\_us/offices\\_and\\_units/information\\_technology/help/](http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/).

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

## Graduate Capabilities

### 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
- Managing products in a team environment

## Assessment tasks

- Case Analysis (10 cases total)
- Marketing Trade Show

## 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
- Managing products in a team environment

## Assessment tasks

- Case Analysis (10 cases total)
- 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



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

## **Assessment tasks**

- Case Analysis (10 cases total)
- 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
- Managing products in a team environment

## **Assessment tasks**

- Case Analysis (10 cases total)
- Marketing Trade Show

## **Global Contexts and Sustainability**

Cases draw from a number of countries, including Australia, USA, UK and Denmark.

## **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](http://www.ausfoodnews.com.au)

Australian Food and Grocery Council: [www.afgc.org.au](http://www.afgc.org.au)

Australian Bureau of Statistics: [www.daff.gov.au/agriculture-food/food/publications/afs](http://www.daff.gov.au/agriculture-food/food/publications/afs)

## Changes since First Published

Date	Description
09/08/2017	The dues days for the Case Pre and Post Work have been extended to Monday and Friday evenings respectively " You are recommend to use those above two dot-points as headings in your write up. This will be turned in on line by 11.59 pm the night before the case discussion..... You then have until 11.59 pm Friday night to turn in a second piece of assessment ....."