



# MGNT607

## Marketing and Customer Value

Term 2 North Ryde 2018

*MGSM Degree Programs*

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#### **Disclaimer**

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## General Information

Unit convenor and teaching staff Sarah Duffy <a href="mailto:sarah.duffy@mqsm.edu.au">sarah.duffy@mqsm.edu.au</a>
Credit points 4
Prerequisites Admission to MMgt
Corequisites
Co-badged status
Unit description This unit provides a general introduction to the discipline of marketing, covering theories and frameworks relevant to marketing planning, market definition, segmentation and targeting, market research, consumer behaviour, product development, pricing, distribution and communication, as well as recent developments in marketing theory and practice. These theories and frameworks are applied to live cases so that students can articulate a value proposition for a given organisation and identify the sources of ongoing value creation and exchange with their customers.

## 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 the ways in which the elements of the “marketing-mix” combine to create marketing strategy and how such strategy may be tactically employed in an marketing plan

Critique specific marketing strategy with respect to whether it is well-informed, responsible and financially robust

Develop a plan for a chosen market offering and market segment that demonstrates how the firm will create, promote, deliver and capture sustainable value from customers

Explain the implications of strategic marketing decisions from a whole-of-entity

perspective, across a wide spectrum of stakeholders, cultures and markets to enhance social, ethical and environmental accountability

## General Assessment Information

Further information about the assessment tasks, including the marking guides, will be provided in class.

Other Information: The questions and assignments are ***based mainly on class lectures***. Students are advised that the lecture notes alone will be inadequate for preparing for the exam. The questions are based on what the lecturer and the students actually talk about in class

## Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Class Participation</u>	10%	No	Ongoing
<u>Team Marketing Plan</u>	30%	No	4 May 2018, 10pm
<u>Marketing Plan Presentation</u>	20%	No	29 April 2018, in-class
<u>Individual Reflection</u>	40%	No	6 May 2018, 4pm

### Class Participation

Due: **Ongoing**

Weighting: **10%**

**Format:** Involvement in class discussion, participation in class activities, overall preparedness

On successful completion you will be able to:

- Critique specific marketing strategy with respect to whether it is well-informed, responsible and financially robust

### Team Marketing Plan

Due: **4 May 2018, 10pm**

Weighting: **30%**

As future marketers you must begin to train your critical eye by evaluating each organisation you interact with and start to note, what did you like about the interaction and what did you feel could be improved upon? As a team you must choose an Australian organisation that you feel could benefit from strategic improvement focusing on the customer experience. This assignment requires you to identify an organisation that is failing the consumer in a significant way and it is your job to design a customer experience that is truly a delight (and justify any additional investment required). Using the principles and tools you learn in this course you are required to develop a marketing plan of a standard to present to the organisation you have chosen. In class

you will be provided with a marking rubric, shown an exemplar and the assignment expectations will be discussed in detail.

Submission A soft -copy of the report should be submitted in iLearn.

#### Peer Evaluation

In allocating individual marks for the Team Marketing Plan assignment, the team mark may be adjusted up or down on the basis of peer evaluations of individual contributions. The peer evaluation form is attached to the Team Marketing Plan assignment. These must be submitted in hard copy, in individual sealed envelopes within a larger envelope, clearly marked with your team number, at the same time as you hand in your Marketing Plan Report.

You will not receive your final grade if you do not submit this form. All fields including **student name, student ID** and **team number** must be on the form or else it will not be accepted.

#### Late assignments

Late assignments will be penalised up to 10% per day unless you have successfully applied for special consideration. Applications for extensions must be made before the submission date, and will only be granted in exceptional circumstances.

Assessment of Individual performance will be based on the Group member contribution statement / Peer Evaluation subject to the final decision of the lecturer

On successful completion you will be able to:

- Articulate the ways in which the elements of the “marketing-mix” combine to create marketing strategy and how such strategy may be tactically employed in an marketing plan
- Develop a plan for a chosen market offering and market segment that demonstrates how the firm will create, promote, deliver and capture sustainable value from customers
- Explain the implications of strategic marketing decisions from a whole-of-entity perspective, across a wide spectrum of stakeholders, cultures and markets to enhance social, ethical and environmental accountability

## Marketing Plan Presentation

Due: **29 April 2018, in-class**

Weighting: **20%**

**Format:** 20 minute presentations in class

It is not enough to have a good idea - you need to be able to convince the audience that your idea is worthwhile. To excel in this assessment task you will need to think carefully about how to convey the content of your written report in an oral format. All team members must participate in the development of the presentation, but not everyone is required to speak. This presentation offers you the chance to practice and develop your ability to persuade verbally. I will be joined by an industry professional who will help provide feedback and insight on how well this has been

done and areas of development for the future. A marking rubric will be provided in the first class and expectations discussed.

On successful completion you will be able to:

- Articulate the ways in which the elements of the “marketing-mix” combine to create marketing strategy and how such strategy may be tactically employed in an marketing plan
- Develop a plan for a chosen market offering and market segment that demonstrates how the firm will create, promote, deliver and capture sustainable value from customers
- Explain the implications of strategic marketing decisions from a whole-of-entity perspective, across a wide spectrum of stakeholders, cultures and markets to enhance social, ethical and environmental accountability

## Individual Reflection

Due: **6 May 2018, 4pm**

Weighting: **40%**

**Format:** 1000 words

**Submission:** A soft -copy of the report should be submitted in iLearn.

Learning theory tells us that reflecting on ones learning experience helps to integrate knowledge. Individually you are required to submit a 1,000 word reflection on your learning experience for this course. A reflection is not a description of your experience or an opportunity for you to vent frustrations, it is an opportunity to answer the following questions:

1. What did I learn from the experience?
2. How will this impact on my future?

I would like your reflection to cover two topics. The first is course content. Choose one theory, reading or topic that was most surprising, interesting or useful to you and answer the above two questions. The second topic I would like you to discuss is the group assignment. Answer the same two questions. To excel in this task you should incorporate your own research, this may relate to how you will use lessons learnt in the future, or you may wish to link your experience to learning or group theory. A marking rubric will be provided in the first class and expectations discussed in more detail.

On successful completion you will be able to:

- Articulate the ways in which the elements of the “marketing-mix” combine to create marketing strategy and how such strategy may be tactically employed in an marketing plan
- Critique specific marketing strategy with respect to whether it is well-informed,

responsible and financially robust

- Develop a plan for a chosen market offering and market segment that demonstrates how the firm will create, promote, deliver and capture sustainable value from customers
- Explain the implications of strategic marketing decisions from a whole-of-entity perspective, across a wide spectrum of stakeholders, cultures and markets to enhance social, ethical and environmental accountability

## Delivery and Resources

### REQUIRED TEXTBOOK:

Kotler, P. & Keller, K. (2015) Marketing Management, Global Edition (15e), Pearson, ISBN: 9781292092621

This required textbook will help you to understand how you should think about the marketing function in relation to the business as a whole. It should be stressed that this is not a marketing book per se, but outlines an excellent platform for strategically managing the interaction/exchange between the company and its customers (ie marketing management), in practice.

It is a very good idea to skim through the whole textbook before classes begin and then go back to the weekly readings, as prescribed, for a more detailed look at the contents. You will get a better sense of how the information fits together

### WHERE TO PURCHASE TEXTBOOK IF YOU WISH TO BUY?

#### The Coop Bookshop

The Coop Bookshop is our main retailer for textbooks and other related academic material. For information on textbook prices and online ordering, please refer to The Co-Op Bookshop webpage at <http://www.coop.com.au>

#### Pearson website

Textbook is also available for order via the publisher's online store. For information on textbook prices and online ordering, please refer to the website at <http://www.pearson.com.au/9781292092621>

**Disclaimer:** MGSM does not take responsibility for the stock levels of required textbooks from preferred retail outlets and other book retailers. While we advise our preferred book retail outlet, The Co-op Bookshop, of our maximum expected number of students purchasing specific required text each term, The Co-op Bookshop and other book retailers will make their own judgement in regards to their physical holding stock levels. To prevent disappointment if a textbook is out-of-stock, we highly advise students to order their textbooks as early as possible, or if the required textbook is currently out-of-stock, place an order with the book retailer as soon as possible so that these book retailers can monitor demand and supply, and adjust their stock orders accordingly

### Writing and citation resources

If you require assistance in writing, particularly academic writing and/or business reports, the Macquarie University Library provides three excellent web sites covering writing skills, researching online: and a guide to citations and referencing.

- <http://writinggateway.mq.edu.au/>
- <http://infoskills.mq.edu.au/>
- <http://www.lib.mq.edu.au/resources/subject/readyref/cites.html>

## **MGSM iLearn**

The web page for this unit can be found at: <https://ilearn.mq.edu.au/login/MGSM>

## **Unit Schedule**

The unit will be presented in a BLOCK format as follows:

BLOCK Class - 13-15 April; 28-29 April; 9am-5pm (All days)

Session	Date	Topic	Prescribed Reading
1	13 April 2018	What is Marketing?	Duhigg, C 2016, 'What Google Learned From Its Quest to Build the Perfect Team', NY Times.  Kotler & Keller Chapters 1, 2
2		Market Segmentation and Buyer Behaviour	Christensen, C.M., Hall, T., Dillon, K. and Duncan, D.S., 2016. Know your customers™ Jobs to Be Done". Harvard Business Review, 9, pp.54-62.  Kotler & Keller Chapters 6, 7, 9
3	14 April 2018	Marketing Goods and Services	Pine, B.J. and Gilmore, J.H., 1998. Welcome to the experience economy. Harvard business review, 76, pp.97-105.  Kotler & Keller Chapters 12, 13, 14, 15
4		Pricing Strategy and Revenue Models	Kotler & Keller Chapter 16
5	15 April 2018	Marketing Channels and Customer Experience	How to Better Understand Customers (The book of life)  Kotler & Keller Chapter 17
6		Branding and Positioning	Bonchek, M & Bapat, V 2018, 'The Most Successful Brands Focus on Users — Not Buyers'  Kotler & Keller Chapters 10 & 11
7	28 April 2018	Advertising Strategy	Kotler & Keller Chapter 19, 20
8		Marketing, Ethics, and Society	Trudel, R & Cotte, J 2009, 'Does it pay to be good?', MIT Sloan Management Review, 50(2), 61-68.

Session	Date	Topic	Prescribed Reading
9	29 April 2018	Digital Marketing and Social Media	Kotler & Keller Chapter 21
10		Conclusion	Fryer, B 2003, 'Storytelling that Moves People', Harvard Business Review.

## Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central>). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- [Academic Appeals Policy](#)
- [Academic Integrity Policy](#)
- [Academic Progression Policy](#)
- [Assessment Policy](#)
- [Fitness to Practice Procedure](#)
- [Grade Appeal Policy](#)
- [Complaint Management Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#) (**Note:** *The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.*)

Undergraduate students seeking more policy resources can visit the [Student Policy Gateway](https://students.mq.edu.au/support/study/student-policy-gateway) (<https://students.mq.edu.au/support/study/student-policy-gateway>). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

If you would like to see all the policies relevant to Learning and Teaching visit [Policy Central](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/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/study/getting-started/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](https://ask.mq.edu.au).

## Student Support

Macquarie University provides a range of support services for students. For details, visit <http://stu>



[dents.mq.edu.au/support/](https://dents.mq.edu.au/support/)

## Learning Skills

Learning Skills ([mq.edu.au/learningskills](https://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](https://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

- Develop a plan for a chosen market offering and market segment that demonstrates how the firm will create, promote, deliver and capture sustainable value from customers
- Explain the implications of strategic marketing decisions from a whole-of-entity perspective, across a wide spectrum of stakeholders, cultures and markets to enhance social, ethical and environmental accountability

### Assessment task

- Marketing Plan Presentation

## 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

- Articulate the ways in which the elements of the “marketing-mix” combine to create marketing strategy and how such strategy may be tactically employed in an marketing plan
- Develop a plan for a chosen market offering and market segment that demonstrates how the firm will create, promote, deliver and capture sustainable value from customers

### Assessment tasks

- Class Participation
- Team Marketing Plan
- Marketing Plan Presentation
- Individual Reflection

## Commitment to Continuous Learning

Our graduates will have enquiring minds and a literate curiosity which will lead them to pursue knowledge for its own sake. They will continue to pursue learning in their careers and as they participate in the world. They will be capable of reflecting on their experiences and relationships with others and the environment, learning from them, and growing - personally, professionally and socially.

This graduate capability is supported by:

### Assessment task

- Individual Reflection

## 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 the ways in which the elements of the “marketing-mix” combine to create marketing strategy and how such strategy may be tactically employed in an marketing plan
- Critique specific marketing strategy with respect to whether it is well-informed, responsible and financially robust
- Develop a plan for a chosen market offering and market segment that demonstrates how the firm will create, promote, deliver and capture sustainable value from customers

## **Assessment tasks**

- Class Participation
- Team Marketing Plan

## **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 the ways in which the elements of the “marketing-mix” combine to create marketing strategy and how such strategy may be tactically employed in an marketing plan
- Critique specific marketing strategy with respect to whether it is well-informed, responsible and financially robust

## **Assessment tasks**

- Class Participation
- Team Marketing Plan
- Individual Reflection

## **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 outcome**

- Articulate the ways in which the elements of the “marketing-mix” combine to create marketing strategy and how such strategy may be tactically employed in an marketing plan

### **Assessment task**

- Team Marketing Plan

## **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 outcomes**

- Critique specific marketing strategy with respect to whether it is well-informed, responsible and financially robust
- Explain the implications of strategic marketing decisions from a whole-of-entity perspective, across a wide spectrum of stakeholders, cultures and markets to enhance social, ethical and environmental accountability

### **Assessment tasks**

- Class Participation
- Marketing Plan Presentation
- Individual Reflection

## **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

- Develop a plan for a chosen market offering and market segment that demonstrates how the firm will create, promote, deliver and capture sustainable value from customers
- Explain the implications of strategic marketing decisions from a whole-of-entity perspective, across a wide spectrum of stakeholders, cultures and markets to enhance social, ethical and environmental accountability

## Socially and Environmentally Active and Responsible

We want our graduates to be aware of and have respect for self and others; to be able to work with others as a leader and a team player; to have a sense of connectedness with others and country; and to have a sense of mutual obligation. Our graduates should be informed and active participants in moving society towards sustainability.

This graduate capability is supported by:

## Learning outcomes

- Develop a plan for a chosen market offering and market segment that demonstrates how the firm will create, promote, deliver and capture sustainable value from customers
- Explain the implications of strategic marketing decisions from a whole-of-entity perspective, across a wide spectrum of stakeholders, cultures and markets to enhance social, ethical and environmental accountability

## Changes from Previous Offering

Changes in assessment tasks wherein greater weighting was given to the Group Project and the Final Examination and Mid-Term quiz was replaced by Individual Reflection.

## Alignment with MGSM's mission-driven attributes

**Leadership:** Students can synthesise a varied selection of market information in order to make well-informed and financially sound strategic decisions.

**Global mindset:** Students can assess the implications of strategic marketing decisions from a whole of entity perspective, across a wide spectrum of stakeholders.

**Citizenship:** Students can apply socially and environmentally responsible marketing actions, meeting the needs of customers, businesses and society now, and in the future.

**Creating sustainable value:** Students can identify appropriate marketing activities to create, deliver and exchange sustainable value across industries and contexts

## Attendance Policy (MGSM)

The interactive environment of the classroom is central to the MGSM experience. Students are required to attend the full duration of all classes for the units in which they are enrolled. We

recognise that exceptional circumstances may occur, such as unavoidable travel on behalf of your organization or the serious illness or injury of you or a close family member.

Special consideration may be given for a maximum of 20% non-attendance for such circumstances as long as lecturers are contacted in advance, and supporting documentation provided, to request exemption from attendance. Failure to abide by these conditions may result in automatic withdrawal, with academic and/or financial penalty. The full Student Attendance Policy is published in the MGSM Student Handbook at <https://students.mgsm.edu.au/handbook>.

## **Content Disclaimer**

These unit materials and the content of this unit are provided for educational purposes only and no decision should be made based on the material without obtaining independent professional advice relating to the particular circumstances involved.