



MGSM820

Marketing Management

Term 4 North Ryde 2019

Department of Marketing

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General Information

Unit convenor and teaching staff

Unit Convenor and Lecturer (Thursday Day Class)

Dr. Yimin Stephanie Huang

stephanie.huang@mq.edu.au

Room 450, E4A

1pm-2pm, Tuesday (face-to-face consultation)

Mehdi Azam

mehdi.azam@mq.edu.au

Credit points

4

Prerequisites

Admission to MBA or MMgmt or PGDipMgt or GradDipMgt or GradCertMgt or MEngMgt or MSocEntre or GradCertSocEntre

Corequisites

Co-badged status

Unit description

This unit enables students to apply appropriate tools, techniques and frameworks to make informed management decisions around the marketing function. This includes identifying markets and segments, understanding consumer behaviour, strategic targeting and positioning and the latest approaches to product, pricing, distribution and communications. Above all, this unit teaches students how to think about the marketing function in relation to the business as a whole, in order to create and deliver sustainable value for an organisation and its stakeholders.

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:

Critically assess if a marketing strategy is well-informed, responsible and commercially viable

Synthesize 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.

Design 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

Taking a customer centric perspective, identify sources of innovation relating to value proposition, relationships, channels and revenue streams to enhance the sustainable value creation for the firm, stakeholders and society

Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Individual Essay</u>	30%	No	Week 4
<u>Marketing Plan</u>	30%	No	Week 7 and Week 10
<u>Individual Final Assignment</u>	40%	No	Week 11

Individual Essay

Due: **Week 4**

Weighting: **30%**

Task Description

This assessment requires students to develop an individual research-based market report to examine and critically analyse the market environment for the business they work on as a group.

No extensions will be granted. There will be a deduction of 10% of the total available marks made from the total awarded mark for each 24 hour period or part thereof that the submission is late (for example, 25 hours late in submission – 20% penalty).

Type of Collaboration

Individual

Submission

Please submit via Turnitin link in iLearn

Format

Please refer to the iLearn unit page

Length

1,500 words

Inherent Task Requirements

None

On successful completion you will be able to:

- Design 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
- Taking a customer centric perspective, identify sources of innovation relating to value proposition, relationships, channels and revenue streams to enhance the sustainable value creation for the firm, stakeholders and society

Marketing Plan

Due: **Week 7 and Week 10**

Weighting: **30%**

Task Description

Building on the market analysis completed in the assessment of Individual Essay, this assessment requires students to work as a group to recommend a new, revised or repositioned market offering for the business and develop a strategic marketing plan for the market offering.

No extensions will be granted. There will be a deduction of 10% of the total available marks made from the total awarded mark for each 24 hour period or part thereof that the submission is late (for example, 25 hours late in submission – 20% penalty).

Type of Collaboration

Group

Submission

Please submit the group report via Turnitin link in iLearn. Group presentations will be in the class.

Format

Please refer to the iLearn unit page

Length

3,000 words for the marketing plan report and 20 minutes for the group presentation (it may vary depending on the class size)

Inherent Task Requirements

There are two inherent tasks in this assessment, i.e., group presentation (10%) and group marketing plan report (20%)

On successful completion you will be able to:

- Critically assess if a marketing strategy is well-informed, responsible and commercially viable
- Synthesize 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.
- Design 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
- Taking a customer centric perspective, identify sources of innovation relating to value proposition, relationships, channels and revenue streams to enhance the sustainable value creation for the firm, stakeholders and society

Individual Final Assignment

Due: **Week 11**

Weighting: **40%**

Task Description

The assessment involves a case study that evaluates students' ability to define, explain, compare, analyse and apply the concepts, tools, and frameworks that they have studied from the whole unit. Students are required to answer all case questions provided together with the case.

No extensions will be granted. There will be a deduction of 10% of the total available marks made from the total awarded mark for each 24 hour period or part thereof that the submission is late (for example, 25 hours late in submission – 20% penalty).

Type of Collaboration

Individual

Submission

Please submit it via Turnitin link in iLearn.

Format

Please refer to the iLearn unit page

Length

N/A

Inherent Task Requirements

None

On successful completion you will be able to:

- Critically assess if a marketing strategy is well-informed, responsible and commercially viable
- Synthesize 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 The main purpose of required textbook is to 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 (i.e. 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 and the way that the design thinking approach works.

Osterwalder, Alexander & Pigneur, Yves (2010) Business Model Generation, First Edition, Wiley, ISBN: 978-0470-87641-1

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> **Wiley 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://au.wiley.com/WileyCDA/WileyTitle/productCd-0470876417.html>

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.

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

Unit Schedule

Weekly classes: Thursdays 9am - 1pm North Ryde Campus The unit will be presented over 10 sessions as follows: Additional compulsory and optional resources will be available in iLearn

Session	Topic	Textbook Reading
1	Introduction to Marketing What is Marketing? How does it impact our business? How to create sustainable value?	Canvas Overview: pp 1-44 Triple Bottom Line Business Models: pp 262-265
2	Marketing Environment and Market Research What is going on in our Market and business environment? How do we assess their influences on our business? What type of market research we can use, for what purposes?	Business Model Environment: pp 200-215 Detailed SWOT Assessment: pp 216-225
3	Customer Behaviours How do users and customers behave?	Customer Insights: pp 126-133
4	Segmentation and Targeting Who are our Customers? Who should we serve?	Customer Segments: pp 20-21
5	Positioning How are we Positioned? Now and in the Future?	Value Proposition (VP): pp 22-25
6	Market Offering What is our Market Offering? How do we achieve Product Market Fit?	Value Proposition (VP): pp 22-25
7	Revenue Streams How do we Create Revenue for our Business?	Revenue Streams (R\$): pp 30-33 Patterns: pp 56-107
8	Distribution Channels What Channels do we use to create value for our customers?	Channels (CH): pp 26-27 Patterns: pp 56-125
9	Relationships & Integrated Communications How do we manage stakeholder relationships through all touchpoints?	Customer Relationships (CR): pp 28-29

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 published on platform other than [eStudent](#), (eg. iLearn, Coursera etc.) 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 or if you are a Global MBA student contact globalmba.support@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) 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

If you are a Global MBA student contact globalmba.support@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/.

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

PG - Capable of Professional and Personal Judgment and Initiative

Our postgraduates will demonstrate a high standard of discernment and common sense in their professional and personal judgment. They will have the ability to make informed choices and decisions that reflect both the nature of their professional work and their personal perspectives.

This graduate capability is supported by:

Learning outcomes

- Design 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
- Taking a customer centric perspective, identify sources of innovation relating to value proposition, relationships, channels and revenue streams to enhance the sustainable value creation for the firm, stakeholders and society

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

- Critically assess if a marketing strategy is well-informed, responsible and commercially viable
- Synthesize 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.
- Taking a customer centric perspective, identify sources of innovation relating to value proposition, relationships, channels and revenue streams to enhance the sustainable value creation for the firm, stakeholders and society

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

- Critically assess if a marketing strategy is well-informed, responsible and commercially viable
- Design 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

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

- Design 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
- Taking a customer centric perspective, identify sources of innovation relating to value proposition, relationships, channels and revenue streams to enhance the sustainable value creation for the firm, stakeholders and society

PG - Effective Communication

Our postgraduates will be able to communicate effectively and convey their views to different social, cultural, and professional audiences. They will be able to use a variety of technologically supported media to communicate with empathy using a range of written, spoken or visual formats.

This graduate capability is supported by:

Learning outcome

- Synthesize 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.

PG - Engaged and Responsible, Active and Ethical Citizens

Our postgraduates will be ethically aware and capable of confident transformative action in relation to their professional responsibilities and the wider community. They will have a sense of connectedness with others and country and have a sense of mutual obligation. They will be able to appreciate the impact of their professional roles for social justice and inclusion related to national and global issues

This graduate capability is supported by:

Learning outcomes

- Critically assess if a marketing strategy is well-informed, responsible and commercially viable
- Synthesize 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 since First Published

Date	Description
16/08/2019	Updated unit convenor details