



MGSM820

Marketing Management

Term 3 Hong Kong 2019

Department of Marketing

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Disclaimer

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General Information

Unit convenor and teaching staff

Lecturer (HK Block)

Yi Li

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Contact via Email

Room 246, E14B

Aug 10, 1pm-2pm; Aug 17, 1pm-2pm

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.

Synthesise 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	Aug 16 2019
<u>Team Marketing Plan</u>	30%	No	Sept 15 2019
<u>Individual Final Assignment</u>	40%	No	Sept 21 2019

Individual Essay

Due: **Aug 16 2019**

Weighting: **30%**

In this essay, you need to write about why and how the business you work on as the group project is a customer-centric business. Specifically,

- You need to use the concept and the framework covered in the sessions to justify your answers.
- If you could conduct a primary market research, what customer insights you plan to collect and how you plan to collect them.

You have to submit your assignment to designated Turnitin located on iLearn.

More information and supplementary documents will be located on iLearn.

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).

Marking Criteria will be made available in class / iLearn.

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.

Team Marketing Plan

Due: **Sept 15 2019**

Weighting: **30%**

Team Marketing Plan requires the production of a marketing plan for a market offering that you expect to see in a standard strategic marketing plan, with some additional inclusions that specifically relate to the learning objectives of this unit. The report can focus on a good, a service, a not for profit enterprise or a cause. If the product exists, your plan should revolve around re-launching or a significant re-positioning of the goods or service you selected. Teams have to write a **4000 words report** and submit it to the designated dropbox located on iLearn. Teams will be marked according to the **Team Marketing Plan Marking Guide** available on iLearn.

More information and supplementary documents will be located on iLearn.

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).

Marking Criteria will be made available in class / iLearn.

On successful completion you will be able to:

- Critically assess if a marketing strategy is well-informed, responsible and commercially viable.
- Synthesise 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: **Sept 21 2019**

Weighting: **40%**

The assessment involves a case study that evaluate your ability to define, explain, compare, or analyse the concepts, tools, and frameworks that you study from the whole unit. These concept are from your textbook, additional readings, or any teaching materials provided to you. You have

to submit your assignment to designated Turnitin located on iLearn.

More information and supplementary documents will be located on iLearn.

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).

Marking Criteria will be made available in class / iLearn.

On successful completion you will be able to:

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

MGSM iLearn

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

Unit Schedule

CBD Day Class: Thursday 6pm-10pm

HK Block class: Aug 9 (6pm - 10pm), Aug 10 (2pm - 10pm) Aug 11 (9am - 5pm), Aug 16 (6pm - 10pm), Aug 17 (2pm - 10pm), Aug 18 (9am - 5pm)

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

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](http://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<http://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.

Assessment task

- Team Marketing Plan

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.
- Synthesise 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.

Assessment tasks

- Individual Essay
- Individual Final Assignment

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.

Assessment tasks

- Individual Essay
- Team Marketing Plan
- Individual Final Assignment

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.

Assessment task

- Individual Essay

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

- Synthesise 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

- Team Marketing Plan

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.
- Synthesise 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

- Individual Final Assignment

Changes from Previous Offering

1. The interim presentation: the 10-page slide limit has been removed. The length of presentation has been changed to 10-15 mins (instead of 10 mins) to accommodate different class sizes.
2. The final written exam has been changed to final individual assignment. The content of the assessment will remain the same.
3. The order of the sessions 4-6 has been changed, the original session 4 (marketing offering) has been put after the original session 6 (brand positioning).

Alignment with MGSM's mission-driven attributes

Leadership: The unit develops skills required of leaders with respect to the synthesis of a wide array of market information in order to make well-informed and financially robust strategic decisions

Global mindset: The unit enhances the ability to assess the implications of strategic marketing decisions from a whole of entity perspective, across a wide spectrum of stakeholders

Citizenship: The unit enables learners to apply socially and environmentally responsible marketing actions, meeting the needs of customers, businesses and society now and in the future

Creating sustainable value: The unit develops skills to 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.

Changes since First Published

Date	Description
09/07/2019	"There has been a minor edit to the unit guide for MGSM820 HK Block to avoid student confusion. Notes about where to buy the textbook have been removed from 'delivery and resources' as HK textbooks are provided for them."
03/06/2019	The assessment structure has been changed in order to: 1. including a solid individual component in the group project. 2. increasing the final assignment's weight.