



MGSM820

Marketing Management

Term 2 North Ryde 2019

Department of Marketing

Contents

<u>General Information</u>	2
<u>Learning Outcomes</u>	3
<u>General Assessment Information</u>	3
<u>Assessment Tasks</u>	3
<u>Delivery and Resources</u>	6
<u>Unit Schedule</u>	7
<u>Policies and Procedures</u>	8
<u>Graduate Capabilities</u>	9
<u>Alignment with MGSM's mission-driven attributes</u>	11
<u>Attendance Policy (MGSM)</u>	12
<u>Content Disclaimer</u>	12
<u>Changes since First Published</u>	12

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

Lecturer (Wednesday Afternoon)

Nigel Barker

nigel.barker@mq.edu.au

Contact via Email

Lecturer (Monday Evening)

Yi Li

yi.li@mq.edu.au

Contact via Email

Room 246, E14B

Monday, 2pm - 6pm

Lecturer (Online)

Vida Siahtiri

vida.siahtiri@mq.edu.au

Contact via Email

Room 160, E14B

Mondays 4-5 PM

James Robinson

james.robinson@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.

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.

General Assessment Information

Marking Criteria will be made available in class / iLearn

Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Individual Interim Assignment</u>	15%	No	Week 5
<u>Interim Presentation</u>	15%	No	Week 7-8
<u>Team Marketing Plan</u>	40%	No	Week 10
<u>Final Examination</u>	30%	No	Exam Weeks

Individual Interim Assignment

Due: **Week 5**

Weighting: **15%**

This assessment will be held during week 5. The assessment involves some essay questions that evaluate your ability to define, explain, compare, or analyse the concepts, tools, and frameworks that you study from week 1-5. These concepts are from your textbook, additional readings, or any teaching materials provided to you. You have to submit your assignment to designated Turnitin located on iLern.

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).

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.

Interim Presentation

Due: **Week 7-8**

Weighting: **15%**

This assignment is team work. Teams have to cover key points from the Team Marketing Plan. After presentation, the team will receive feedback from the class. Teams will be marked according to the **Team Presentation Marking Guide** available on iLearn. Teams have to present their proposed plan in **10 minutes** and submit maximum of **10 PowerPoint slide** 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).

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: **Week 10**

Weighting: **40%**

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).

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.

Final Examination

Due: **Exam Weeks**

Weighting: **30%**

The exam will be based on the content discussed throughout the semester. These contents are from lecture notes, pages from prescribed textbook, and additional reading materials provided to the class. The open book exam is **3 hours plus 10 minutes reading time**.

Failure to take the final exam will result in 0 marks. Students who miss the final exam due to illness will need to lodge an online Special Consideration application with supporting documentation in order to be considered for a supplementary final exam. If a Supplementary Examination is granted as a result of approved special consideration, the examination will be scheduled after the conclusion of the official examination period. More information will be provided on 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

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:

Mondays 6pm - 10pm (Starts: 1st April 2019) North Ryde Campus

Wednesdays 1pm - 5pm (Starts: 3rd April 2019) North Ryde Campus

Online Class: Starts 1st April 2019

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	Market Offering What is our Market Offering? How do we achieve Product Market Fit?	Value Proposition (VP): pp 22-25
5	Segmentation and Targeting Who are our Customers? Who should we serve?	Customer Segments: pp 20-21
6	Positioning How are we Positioned? Now and in the Future?	Value Proposition (VP): pp 22-25

Session	Topic	Textbook reading
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
10	The future of marketing	

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 - 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 Interim Assignment
- Interim Presentation
- Final Examination

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.
- 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.

Assessment tasks

- Individual Interim Assignment
- Team Marketing Plan
- Final Examination

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 outcomes

- 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.

Assessment tasks

- Interim Presentation
- 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.
- 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

- Interim Presentation
- Team Marketing Plan

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
04/04/2019	Staff Contact updated.