MGSM820

Marketing Management

Term 1 North Ryde 2019

Department of Marketing

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Disclaimer

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General Information

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Consultation by appointment

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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
Individual Interim Assignment	15%	No	Week 6
Interim Presentation	15%	No	Week 7 or 8
Team Marketing Plan	40%	No	in iLearn
Final Examination	30%	No	Exam Week: 18-24th March, 2019

Individual Interim Assignment

Due: **Week 6**
Weighting: **15%**

This assessment will be held during week 6. It will assess the course concepts, tools and frameworks which we have covered in class and in the additional readings up to session/week 5 of the course. More specific details of this assessment item will be provided on ilearn and during the first session of the class.

On successful completion you will be able to:

- 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.

Interim Presentation

Due: **Week 7 or 8**
Weighting: **15%**

Teams will give presentations of 7 minutes, highlighting (in no more than 10 Powerpoint slides) the key points from the Team Marketing Plan. This will be followed by a short question and answer period. Make sure to have a coherent storyline, support your arguments with data and visualise your insights. If needed, seek guidance on effective presentations. Student teams will be marked according to the ***Team Presentation Marking Guide***, which is available via the iLearn website for this Unit. The presentation is scheduled well ***before*** the submission date of the final report, in order to receive valuable feedback, iterate and implement changes.

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.

Team Marketing Plan

Due: **in iLearn**
Weighting: **40%**

The project requires the production of a marketing plan for a market offering, either existing or planned. The plan should have a 12 month focus.

Preparing the Team Marketing Plan

Throughout this course, you will be assigned Team Exercises. These exercises are designed to lead you through some of the key preparatory work for completing your Team Marketing Plan.

For the final plan, you will draw on your output from the Team Exercises; however, you will also need to include additional components. The content of the Plan is representative of strategic marketing plans prepared commercially by internal marketing departments and consultants. As such, this is an excellent opportunity for you to participate in the construction of what is likely to be a business critical document in your corporate life now, or in the future.

Suggested Content

Your team marketing plan should include the content you would expect to see in a standard strategic marketing plan, with some additional inclusions that specifically relate to the learning objectives of this course. For a comprehensive overview of suggested content, see ***Team Marketing Plan – Suggested Content and Marking Guide (MGSM iLearn; Additional Resources Category)***

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. In other

words a “business as usual” plan is not suitable. In an introductory note to the plan, you should clarify the status of the product or service such as whether it is an existing product, a fictional company etc. and indicate clearly your point of departures for the status quo.

The project will involve a series of stages including:

- Defining users, customers and key stakeholders
- Defining the market offering and Value Proposition
- Carrying out background research/investigation
- Evaluating market potential
- Segmenting and selecting target markets
- Determining appropriate positioning
- Developing a launch plan, which includes both overall launch strategy and action plans
- Making market projections and financial estimates of likely sales, market share, costs and return on investment

Format

Report (4,000 word limit, not including appendices and references) + Pitch deck

In the document, you should pay close attention to acknowledging all sources of data, especially existing internal company documents, plans, market research studies etc. In particular, you should cite any references fully and in an acceptable style as noted in the Student Handbook.

The document should be presented in a professional manner, in line with what would be presented by consultants to a management board. Specifically, it is vital that your document is easy to read. As such you must use at least 11 point font and 1.5 spacing with 2.5cm margins. The report should also include your presentation slide deck.

The word limit is absolute. Assignments which are longer than the prescribed limit will be penalised.

Interim Team Presentation

You will be required to present your key insights, objectives and key recommendations in sessions 7 or 8.

Submission

The designated group member should submit an electronic copy into iLearn by **the due date/ time**:

- Team Marketing Plan
- Completed Group Assignment Cover Sheet
- Meeting minutes

The softcopy may be submitted to automatic plagiarism detection software (Turnitin).

Instructions on how to submit will be available in iLearn.

Team Marketing Plan: Meeting minutes x 5 submissions – (5%)

You are expected to meet regularly to develop your marketing plan. This may be online and/or face to face. Ensure your team submits 5 x minutes of meetings attached as an appendix to the back of your project showing evidence of your progress. Please make these meetings regular throughout the term demonstrating that your team has met regularly to progress the plan.

Peer Evaluation

In allocating individual marks for the Marketing Plan, the team mark may be adjusted up or down on the basis of peer evaluations of individual contributions. The peer evaluation form is available in MGSM iLearn. **Please download from the *Peer evaluation* section in iLearn and save completed form as: Team #_Your Name.doc,** and submit an electronic copy into iLearn by **the due date/time.**

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.

Instructions on how to submit will be available in iLearn.

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.

Further information about the marketing plan, including guidelines and marking guide, will be provided online. **No pre-submission assignment marking**

Assessment of Individual performance will be based on the Group member contribution statement / Peer Evaluation + meeting minutes (are defined as a subset of marketing plan submission instructions) will be evaluated.

You/your group is expected to submit your Team Marketing Plan in its final, completed form by the due date. Lecturers will **not** mark or assess any draft plans prior to actual submission of the final version.

On successful completion you will be able to:

- 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.

Final Examination

Due: **Exam Week: 18-24th March, 2019**
Weighting: **30%**

Duration: **3 hours plus 10 minutes reading time (OPEN book)**

Further exam details will be provided in class.

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.
- 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.

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

For those students that would also like to support the weekly theoritical classes with a text the following text is optional:

Pride, William M., Ferrell, O.C., Lukas, Bryan A., Schembri, Sharon., Niininen, Outi. Marketing Principles, Cengage, 2015, Melbourne. 9780170254793

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

Block class:

- Friday 18th January - Saturday 20th January 9:00am - 5:00pm (Sessions 1 - 6)
- Saturday 2nd February - Sunday 3rd February 9:00am - 5:00pm (Sessions 7 - 10)

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 Blue Ocean Strategy: pp 226-231 Triple Bottom Line Business Models: pp 262-265
2	**Market Research & Marketing Environment** What is our Market? How do we find out about it?	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

Session	Topic	Textbook reading
4	**Segmentation** Who are our Customers?	Customer Segments: pp 20-21
5	**Market Offering** What is our Market Offering? How do we achieve Product Market Fit?	Value Proposition (VP): pp 22-25
6	**Positioning** How are we Positioned? Now and in the Future?	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
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). 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). 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).

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 outcome

- 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

- 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

- Individual Interim Assignment
- Interim Presentation
- Team Marketing Plan
- 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.
- 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 - 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

- 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

- 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:

Assessment task

- Interim Presentation

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.

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
05/01/2019	Adjust graduate capabilities