MGNT609

Managing Customers

Term 4 North Ryde 2019

Department of Marketing

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General Information

Unit convenor and teaching staff Associate Professor Dr Chris Baumann chris.baumann@mq.edu.au Contact via Email 4 Eastern Rd, 634 Thursday 3-5pm
Credit points 4
Prerequisites Admission to MMgmt
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:

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

Demonstrate how a firm creates, promotes, delivers sustainable value for its target customers

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 a marketing plan

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

Name	Weighting	Hurdle	Due
Individual Reflection	30%	No	Session 3
Marketing Plan Presentation	30%	No	Session 9 - 10
Final Exam	40%	No	MGSM Exam Week

Individual Reflection

Due: **Session 3**
Weighting: **30%**

Task Description: This assessment targets deepening students' understanding of the key concepts covered in session 1-3, by asking students to reflect on their own comprehension of the concepts and relating the concepts to actual marketing practices. Offering a comprehensive, in-depth, and sustained analyses of an existing business and critically assess their application of the concepts. Providing insights and recommendations to the business based on the analyses.

Type of Collaboration: Individual

Submission: Please Submit Via Turnitin Link on iLearn

Format: word document, Times New Roman, 12 font size

Length: 1,200 words (including appendix & references)

Late submissions 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.

Inherent Task Requirements: None

On successful completion you will be able to:

- 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

Marketing Plan Presentation

Due: **Session 9 - 10**
Weighting: **30%**

Task Description: As consumers, we all experience unsatisfying products and services. When this happens, the companies that offer that product/service failed to get their customers' job done, or done well. In this assessment, you will work as a team and choose an organization (for-profit or non-profit) that needs improvement. During the course of ten weeks, you will work as a marketing consulting team for this organization to help them improve their offering. Using the principles and tools you learn in this course you are required to develop a presentation of a marketing plan to present to the organisation you have chosen. In the first class the marking rubric and assignment expectation will be discussed in details.

On the presentation day, students are required to submit a hard copy of the following:

- Title page with all student names & numbers

- Slides

- References

Type of Collaboration: Group work

Length: 20 minutes

Marking rubric will be available on iLearn

For this group assessment, 30% of the total mark are individual (i.e. the individual reflection - see above) and the other 30% of the total mark are the group presentation. This ensures that no less than 50% of group work marks is being based on individual performance.

Inherent Task Requirements: None

On successful completion you will be able to:

- Demonstrate how a firm creates, promotes, delivers sustainable value for its target customers
- 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 a marketing plan

Final Exam

Due: **MGSM Exam Week**
Weighting: **40%**

It is a "closed book" final examination for this unit will be held during the MGSM Exam Week. All material covered in this unit is assessable.

You are expected to present yourself for examination at the time and place designated in the

MGSM/University Examination Timetable.

Penalties: Failure to take the final exam will result in 0 marks. This penalty does not apply to students who have an approved Special Consideration application.

On successful completion you will be able to:

- Critique specific marketing strategy with respect to whether it is well-informed, responsible and financially robust
- Demonstrate how a firm creates, promotes, delivers sustainable value for its target customers

Delivery and Resources

REQUIRED TEXTBOOK:

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

The main purpose of the required textbook is to help you understand how marketing function is in relation to the business as a whole. It should be stressed that this is not a marketing textbook, 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 required that you 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.

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 Class - Wednesday evenings 6pm - 10pm.

Please note that changes may be announced in class if needed.

Delivery: each session will include lecture, in-class discussions and exercises, case discussions, and in-class group work.

Readings: additional compulsory readings, case studies, and optional readings will be listed on iLearn.

Requirement: it is required that students read all the prescribed readings and case readings listed in the session before attending that session.

Session	Topic	Prescribed Reading
1	Introduction to Marketing Marketing Ethics and Social Marketing	Canvas Overview: pp 1-44 Triple Bottom Line Business Models: pp 262-265 CSR in the banking industry
2	Marketing Intelligence	Business Model Environment: pp 200-215 Detailed SWOT Assessment: pp 216-225
3	Customer Behavior	Customer Insights: pp 126-133 Customer loyalty
4	Segmentation and Targeting	Customer Segments: pp 20-21
5	Brand Positioning	Value Proposition (VP): pp 22-25
6	Branding and Product Decision	Brand Competitiveness
7	Distribution	Channels (CH): pp 26-27
8	Pricing	Patterns: pp 56-125 Revenue Streams (R$): pp 30-33
9	Integrated Marketing Communication	Customer Relationships (CR): pp 28-29

Session	Topic	Prescribed Reading
10	Group Presentation and Conclusion	

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

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:

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

- Critique specific marketing strategy with respect to whether it is well-informed, responsible and financially robust
- Demonstrate how a firm creates, promotes, delivers sustainable value for its target customers
- 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 a marketing plan
- 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

- Individual Reflection
- Marketing Plan Presentation
- Final Exam

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

- Critique specific marketing strategy with respect to whether it is well-informed, responsible and financially robust
- Demonstrate how a firm creates, promotes, delivers sustainable value for its target customers
- 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 a marketing plan

Assessment tasks

- Individual Reflection
- Marketing Plan Presentation
- Final Exam

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 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 a marketing plan

Assessment task

- Marketing Plan Presentation

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 outcome

- 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

The Individual Reflection II has been removed. A final exam has been added to be held during the MGSM Exam Week.

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.