MKTG3003
Marketing Strategy
Session 1, Weekday attendance, North Ryde 2020

Department of Marketing

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General Information

Unit convenor and teaching staff
Professor
Scott Koslow
scott.koslow@mq.edu.au
158B 3 Management Drive
1-2 Monday and 5-6 Friday

Credit points
10

Prerequisites
((MKTG202 or MKTG2002) and (MKTG1003 or MKTG203) and 20cp in MKTG units at 3000 level)) or ((admission to BMktgMedia and MKTG202 or MKTG2002) and (MKTG1003 or MKTG203) and 10cp in MKTG units at 3000 level))

Corequisites

Co-badged status

Unit description
Marketing strategy is fundamental to business success. Marketing strategy is what guides the development and delivery of the firms’ value offering. Marketing strategy outlines a company’s overall plan to reach, communicate with and turn people into customers. Marketing strategy contains key messages of value propositions that a company wishes to deliver to the market. In this unit students learn how to apply tools and concepts that enable marketing strategies to be developed, evaluated and implemented. The unit focuses on the analysis process: identifying information needs, acquiring the necessary information, interpreting it, and using it as the basis for business recommendations.

Important Academic Dates
Information about important academic dates including deadlines for withdrawing from units are available at https://students.mq.edu.au/important-dates

Learning Outcomes
On successful completion of this unit, you will be able to:

ULO1: Employ problem solving skills to develop solutions for a range of marketing strategy situations.

ULO2: Critically analyse a variety of viewpoints and/or interpretations of a professional
marketing strategy.

**ULO3:** Produce a persuasive analysis of marketing strategy discussions, and communicate your findings using both written and verbal skills.

**ULO4:** Develop a marketing strategy that meets stated goals in a competitive environment.

## Assessment Tasks

### Coronavirus (COVID-19) Update
Assessment details are no longer provided here as a result of changes due to the Coronavirus (COVID-19) pandemic. Students should consult iLearn for revised unit information.

Find out more about the Coronavirus (COVID-19) and potential impacts on staff and students.

## General Assessment Information
Late assessment submissions must also be submitted through the appropriate submission link in iLearn. No extensions will be granted unless an application for Special Consideration is made and approved. 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. Late submissions will not be accepted after solutions have been discussed and/or made available.

Note: applications for Special Consideration Policy must be made within 5 (five) business days of the due date and time.

## Delivery and Resources

### Coronavirus (COVID-19) Update
Any references to on-campus delivery below may no longer be relevant due to COVID-19. Please check here for updated delivery information: [https://ask.mq.edu.au/account/pub/display/unit_status](https://ask.mq.edu.au/account/pub/display/unit_status)

### Mode of Delivery:
Case study approach, lecture and simulation

### Textbook:

Hard copy available at the Co-op.
The eBook ISBN is: 9781137526243 Price: AUD$84.95

Cases:
Available from iLearn. http://ilearn.mq.edu.au

Unit Schedule

Coronavirus (COVID-19) Update
The unit schedule/topics and any references to on-campus delivery below may no longer be relevant due to COVID-19. Please consult iLearn for latest details, and check here for updated delivery information: https://ask.mq.edu.au/account/pub/display/unit_status

Please refer to iLearn for a detailed schedule.

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.)

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

https://unitguides.mq.edu.au/unit_offerings/123959/unit_guide/print
Unit guide MKTG3003 Marketing Strategy

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 help you improve your marks and take control of your study.

- Getting help with your assignment
- Workshops
- StudyWise
- Academic Integrity Module

The Library provides online and face to face support to help you find and use relevant information resources.

- Subject and Research Guides
- Ask a Librarian

Student Enquiry Service
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

Equity 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.

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.