



MMBA8017

Strategic Marketing

MGSM term 2, Weekday attendance, City 2020

Department of Marketing

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General Information

Unit convenor and teaching staff

Unit Coordinator

John Parker

john.parker@mq.edu.au

Contact via Email

Monday 5 - 6 pm.

Oliver Manlutac

oliver.manlutac@mq.edu.au

Credit points

10

Prerequisites

MGSM820 or MMBA8020

Corequisites

Co-badged status

Unit description

This unit provides students with a systematic approach to evaluate and apply advanced marketing frameworks, concepts and methods to make strategic marketing decisions that sustain a broader corporate strategy; building on tactical marketing areas covered in other units, such as marketing communication, market research and CRM. As such, we focus on how to develop, design and adapt marketing strategy within the constraints of a company's overall objectives, business model, competitive environment, life-cycle stage of the market and relationship with its customers and 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:

ULO1: Apply advanced strategic marketing frameworks and concepts to make strategic marketing decisions that are robust and well-informed and support the broader corporate strategy.

ULO2: Creatively and ethically balance the organisation's strategic marketing vision, values and practices, with the demands and opportunities of other, diverse cultures, stakeholders and markets.

ULO3: Critically analyse and evaluate existing internal and external customer and stakeholder relationships, to generate strategic marketing strategies that create and deliver sustainable value across complex networks.

ULO4: Work effectively in teams in making decisions and developing marketing solutions.

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

Delivery

4-hour seminar sessions delivered weekly, over 10 weeks

Required Text

Walker, O., Gountas, J., Mavondo, F., Kriz, A., Osborne, C. and Mullins, J., 2015, Marketing

Strategy - A Decision-Focused Approach, 3rd Edition, McGraw Hill, ISBN: 9781743078778

Students are also required to be familiar with Markstrat Simulation Users Guide (available on iLearn) and will be issued with a simulation license code in week 2.

Recommended Text

Hooley, G., Piercy, N. and Nicoulaud, B. (2008), Marketing Strategy and Competitive Positioning – 4th Edition, Prentice Hall. Other

Readings

Additional readings provided in iLearn

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.*)

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 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 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.