



MKTG8080

Strategic Marketing Management

Session 2, Special circumstance 2020

Department of Marketing

Contents

<u>General Information</u>	2
<u>Learning Outcomes</u>	2
<u>General Assessment Information</u>	3
<u>Assessment Tasks</u>	3
<u>Delivery and Resources</u>	5
<u>Unit Schedule</u>	7
<u>Policies and Procedures</u>	7

Disclaimer

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Notice

As part of [Phase 3 of our return to campus plan](#), most units will now run tutorials, seminars and other small group learning activities on campus for the second half-year, while keeping an online version available for those students unable to return or those who choose to continue their studies online.

To check the availability of face-to-face and online activities for your unit, please go to [timetable viewer](#). To check detailed information on unit assessments visit your unit's iLearn space or consult your unit convenor.

General Information

Unit convenor and teaching staff

Lecturer

Kaye Chan

kaye.chan@mq.edu.au

Contact via Email

Online

Thursday 3.30-5.30pm

Credit points

10

Prerequisites

Admission to MMKtg and 40cp including ((MKTG820 or MKTG8020) and (MKTG815 or MKTG8015))

Corequisites

Co-badged status

Unit description

Strategic marketing management is the driving force of successful firms. The task of competitive marketing strategy is to develop, maintain or defend a firm's competitive position. Competitive marketing strategy must be well-designed to assist a firm to effectively position its products against competitors and gain sustainable market advantages. This unit focuses on developing students' knowledge and skills to manage the firms' strategic marketing activities to sustain performance. The unit equips students with the ability to work in teams to assess marketing assets and to plan and allocate them to different marketing activities. This unit advances student ability to collaborate with colleagues to develop ethical, data driven marketing strategies for different products/services in diverse market segments.

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: Evaluate and select strategic marketing activities that sustain a firm's performance.

ULO3: Design and apply ethical, data driven marketing strategies for different products/ services in diverse market segments.

ULO2: Assess marketing assets and allocate them to different marketing activities.

ULO4: Develop teamwork skills and abilities.

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: Further information on submitting an Application for Special Consideration can be found at <https://students.mq.edu.au/study/my-study-program/special-consideration>

Assessment Tasks

Name	Weighting	Hurdle	Due
Strategic Marketing Management Project	50%	No	Report due Monday, Week 13, 9am
Simulation	30%	No	Monday, Week 11, 12pm
In class activities	20%	No	Thursday, Weeks 2-11, 6pm

Strategic Marketing Management Project

Assessment Type ¹: Project

Indicative Time on Task ²: 37 hours

Due: **Report due Monday, Week 13, 9am**

Weighting: **50%**

The project allows you to develop marketing strategies that solves a marketing problem that a business encounter. You will be given a business case to work in a group and individually. You are required to apply marketing concepts and theories and develop strategies that help the business to solve their problem. You have to provide a 2500±10% words individual report, worth 35 marks and a 15 minute group presentation worth 15 marks.

On successful completion you will be able to:

- Evaluate and select strategic marketing activities that sustain a firm's performance.
- Design and apply ethical, data driven marketing strategies for different products/services in diverse market segments.
- Assess marketing assets and allocate them to different marketing activities.

- Develop teamwork skills and abilities.

Simulation

Assessment Type ¹: Simulation/role play

Indicative Time on Task ²: 20 hours

Due: **Monday, Week 11, 12pm**

Weighting: **30%**

The simulation exercise allows you to act as a manager and make decisions for an event. It allows you to observe the direct impact of your choice on performance immediately. You have to provide a 1500 words $\pm 10\%$ written analysis.

On successful completion you will be able to:

- Evaluate and select strategic marketing activities that sustain a firm's performance.
- Design and apply ethical, data driven marketing strategies for different products/services in diverse market segments.
- Assess marketing assets and allocate them to different marketing activities.

In class activities

Assessment Type ¹: Participatory task

Indicative Time on Task ²: 30 hours

Due: **Thursday, Weeks 2-11, 6pm**

Weighting: **20%**

Workshop activities give you the opportunities to internalise your learning. These activities also allow you to engage in discussions with your peers and share your thoughts, help you explain your points of view, and develop not only your own knowledge, but also assist your fellow classmates to gain a better understanding of the topic. Written or verbal presentation of case studies/problem based learning (PBL) activities in the classroom. Activities on weekly basis receive 2 marks for 10 weeks in the semester.

On successful completion you will be able to:

- Evaluate and select strategic marketing activities that sustain a firm's performance.
- Develop teamwork skills and abilities.

¹ If you need help with your assignment, please contact:

- the academic teaching staff in your unit for guidance in understanding or completing this type of assessment
- the [Writing Centre](#) for academic skills support.

² Indicative time-on-task is an estimate of the time required for completion of the assessment

task and is subject to individual variation

Delivery and Resources

Your learning experiences in this Unit - and your expected commitment

To be successful in this unit, you must:

- **Read** all materials in preparation for your workshops, and follow up each with further study and research on the topic;
- **Start** your assessment tasks well ahead of the due date;
- Read or listen to all **feedback** carefully, and use it in your future work;
- **Attend and engage** in **all** timetabled learning experiences as follows:
 - 1 x 1.5 hour workshop per week
- **Actively participate** in online discussion forums.

ALL STUDENTS NEED TO NOTE that we use an **activity-based teaching and learning approach** in this unit. What this means is that you will need to participate fully in the workshops which will be based around activities you will be doing. To be an effective and enjoyable learning experience you **MUST PREPARE AND COMPLETE** all readings and tasks before your workshops.

Students who aim to pass this unit should be investing at least ten hours of independent study each week (as a minimum). Those who do less will receive limited value from the unit and, most importantly, are more likely to achieve a fail grade in the Unit.

Separate discussion forums are used for each of the key topic areas, and individual assessment items. Therefore, regular, dependable Internet access is mandatory for this unit with all students expected to regularly engage with, and contribute to, the unit iLearn site.

The written assessment is to be individually completed and submitted online via the unit iLearn site. All work submitted must be your own and be appropriately referenced throughout using the **Harvard style of referencing**. Specific details and instructions related to the assessment in this unit are provided online via the MKGT8080 Marketing Strategy unit iLearn site.

Unit learning resources

Your unit learning resources are available in the MKGT8080 iLearn site.

Resource	Description
Workshop	<p>Activity-based workshops will be held each week of the teaching semester. They are designed around individual and group activities to be an interactive experience. You MUST attend only the workshop you are officially enrolled in.</p> <p>ALL STUDENTS NEED TO NOTE that we use an activity-based teaching and learning approach in this unit. What this means is that you will need to participate fully in the workshops which will be based around activities you will be doing. To be an effective and enjoyable learning experience you MUST PREPARE AND COMPLETE all readings and tasks before your workshop.</p>

iLearn site	This provides a topic-by-topic introduction and list of resources . The MKTG8080 iLearn site presents information about the weekly topic, the required readings, workshop material including links to assessment guidelines and FAQs, etc. It is your one-stop-shop for materials and information. This should be seen as a tool with which to navigate the weekly topics, learning objectives, prescribed textbook, lecture and workshop learning activities and assessment materials.
Discussion forums	These are designated areas for you to discuss topics, concepts, current issues, and anything to do with the Unit or assessment with fellow students and the teaching team.
FAQs	These are available for the Unit, Assessment 1, Assessment 2, and Assessment 3 If you have any questions please read these Frequently Asked and Answered Questions (FAQs) first. These are living documents which will be updated regularly throughout the trimester so keep on checking for new information. The FAQs are designed to make answers to your questions much easier to find, to improve communication, to eradicate any miscommunication, and also so the teaching team does not have to answer the same questions over and over again.

Essential learning resources

You will require online access. Specifications for online access, use, communication and standards are listed in Macquarie University policies and procedures.

Prescribed textbook(s) and other resources which you must acquire or to which you must have access:

There is no prescribed text for this unit. All readings are available on iLearn. These readings will need to be supplemented by your own self-directed reading and research.

Some textbooks that you may find helpful in explaining strategic marketing management concepts include:

Ferrell, O.C. and Hartline, M. 2017, *Marketing Strategy*, 7th edition, Cengage Learning, Boston.
Hooley, G., Nicoulaud, B., Rudd, J., and Lee, N., 2020, *Marketing Strategy and Competitive Positioning*, 7th edition, Pearson, Harlow.
Rajagopal, 2019, *Contemporary Marketing Strategy: Analyzing Consumer Behaviour to Drive Managerial Decision Making*, Palgrave Macmillan, Cham.
Tomczac, T., Reinecke, S. and Kuss, A., 2018, *Strategic Marketing*, Springer Gabler, Wiesbaden.
Walker, O., Mullins, J.W., Mavondo, F.T., Gountas, J.I., Kriz, A., and Osborne, C., 2015, *Marketing Strategy: A Decision-Focussed Approach*, McGraw-Hill, North Ryde.

Recommended learning resources

The [Macquarie University Library MultiSearch](#) provides students with access to software that you may need or find useful for your study at Macquarie

The Macquarie University Library contains a wealth of information that will assist you in this unit, particularly the electronic databases which include academic peer-reviewed journals such as:

- Journal of Marketing
- Journal of Consumer Research
- Journal of Marketing Research
- Journal of the Academy of Marketing Science

- European Journal of Marketing
- Journal of Strategic Marketing
- Journal of Retailing
- Journal of Service Research
- Journal of Advertising
- Journal of Marketing Management
- Journal of Consumer Psychology

Unit Schedule

Please refer to MKTG8080 Marketing Strategy [iLearn](#) site.

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.