



MKTG7006

Applied Marketing Strategy

Session 2, Special circumstance 2020

Department of Marketing

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Macquarie University has taken all reasonable measures to ensure the information in this publication is accurate and up-to-date. However, the information may change or become out-dated as a result of change in University policies, procedures or rules. The University reserves the right to make changes to any information in this publication without notice. Users of this publication are advised to check the website version of this publication [or the relevant faculty or department] before acting on any information in this publication.

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

Unit Coordinator

John Parker

john.parker@mq.edu.au

Monday 10-11am

Credit points

10

Prerequisites

Admission to MRes

Corequisites

Co-badged status

MKTG8006

Unit description

In today's changing marketplace, with firms facing intense competition and changing customer demands, firms need to scan the market for business opportunities. Orchestrating the right combination of strategies for expansion, extension, and diversification, as well as choosing the right business environment to compete in, are important to achieve organisational goals. This unit develops practical competencies to create and sustain superior performance in the market through marketing strategy. It focuses on two crucial issues in marketing strategy: identifying target markets and creating differential advantages. The unit equips students with practical skills to develop marketing within firms as a strategic force rather than just as an operational department.

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: Synthesise marketing theories to creatively formulate and implement marketing strategies that respond to market opportunities.

ULO2: Assess and critically analyse information relevant to strategic marketing decisions.

ULO3: Communicate ideas to potential stakeholders individually and in a group setting to address marketing strategy challenges.

ULO4: Synthesise literature streams and conduct a research project

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 |
|-------------------------------------|-----------|--------|-----------------|
| Case study analysis | 30% | No | Week 6 |
| Group Presentation | 30% | No | Weeks 10 and 11 |
| Essay | 40% | No | Week 13 |

Case study analysis

Assessment Type ¹: Case study/analysis

Indicative Time on Task ²: 25 hours

Due: **Week 6**

Weighting: **30%**

The case study analysis allows you to analyse a case using theoretical strategic marketing principles to identify practical strategic marketing recommendations. At the conclusion of this assignment, you will be able to apply theory to practice in order to solve and defend your proposed recommendations to the case questions.

On successful completion you will be able to:

- Synthesise marketing theories to creatively formulate and implement marketing strategies that respond to market opportunities.
- Assess and critically analyse information relevant to strategic marketing decisions.
- Communicate ideas to potential stakeholders individually and in a group setting to address marketing strategy challenges.

Group Presentation

Assessment Type ¹: Presentation

Indicative Time on Task ²: 25 hours

Due: **Weeks 10 and 11**

Weighting: **30%**

Students need to demonstrate their ability to apply marketing strategy concepts, critically evaluating business scenarios, as well as recommending strategic actions of organisations. Team members must also demonstrate their ability to work collaboratively. Using frameworks and concepts from the unit, groups must conduct a comprehensive strategic analysis in response to a brief provided by an industry partner. The project delivery includes an in-class group presentation and a submission of the presentation slides, including presentation notes.

On successful completion you will be able to:

- Synthesise marketing theories to creatively formulate and implement marketing strategies that respond to market opportunities.
- Assess and critically analyse information relevant to strategic marketing decisions.
- Communicate ideas to potential stakeholders individually and in a group setting to address marketing strategy challenges.

Essay

Assessment Type ¹: Essay

Indicative Time on Task ²: 30 hours

Due: **Week 13**

Weighting: **40%**

Students are required to write an essay that analyses the development and application of marketing strategy theory and practice. Select an article from a scholarly journal/business magazine, which is relevant to aspects of one or more topics covered in the unit. Students need to identify the main issue discussed in the article and relate it to relevant marketing strategy theory (or theories). They need to prepare a written critical evaluation of the main theme discussed in the article, how it reinforces or challenges the theory and the implications of the findings for practitioners.

On successful completion you will be able to:

- Synthesise marketing theories to creatively formulate and implement marketing strategies that respond to market opportunities.
- Communicate ideas to potential stakeholders individually and in a group setting to address marketing strategy challenges.
- Synthesise literature streams and conduct a research project

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

Delivery:

Online delivery

Textbook:

Walker, Gountas, Mavondo & Mullins, Marketing Strategy 3rd Edition McGraw-Hill Education, Australia.

Readings:

Available on iLearn.

Unit Schedule

Please refer to 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 \(http://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central\)](http://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.