MKTG8006

Applied Marketing Strategy

Session 2, Special circumstances 2021

Department of Marketing

Contents

General Information 2
Learning Outcomes 2
General Assessment Information 3
Assessment Tasks 3
Delivery and Resources 5
Unit Schedule 6
Policies and Procedures 6
Changes from Previous Offering 7
Changes since First Published 8

Disclaimer
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.

Session 2 Learning and Teaching Update

The decision has been made to conduct study online for the remainder of Session 2 for all units WITHOUT mandatory on-campus learning activities. Exams for Session 2 will also be online where possible to do so.

This is due to the extension of the lockdown orders and to provide certainty around arrangements for the remainder of Session 2. We hope to return to campus beyond Session 2 as soon as it is safe and appropriate to do so.

Some classes/teaching activities cannot be moved online and must be taught on campus. You should already know if you are in one of these classes/teaching activities and your unit convenor will provide you with more information via iLearn. If you want to confirm, see the list of units with mandatory on-campus classes/teaching activities.

Visit the MQ COVID-19 information page for more detail.
General Information

Unit convenor and teaching staff
Unit Convenor / Lecturer
LayPeng Tan
laypeng.tan@mq.edu.au
Contact via E-mail or iLearn Discussion Forum
Room 138, 3 Management Drive, Macquarie University.
Monday 3pm to 4pm

Credit points
10

Prerequisites
MKTG696 or MKTG6096

Corequisites

Co-badged status
MKTG7006

Unit description
In today’s changing marketplace, firms facing intense competition and changing customer demands. In the competitive environment, 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 students’ practical competencies to synthesise marketing theories and creatively formulate and implement marketing strategies that respond to market opportunities. Students will learn to assess and critically analyse information to make strategic marketing decisions. Students will practice communicating ideas verbally and in written to potential stakeholders individually and in a group setting to address marketing strategy challenges.

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:

UL01: Synthesise marketing theories and creatively formulate and implement marketing
strategies that respond to market opportunities.

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

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

## General Assessment Information

### Late Submission Statement:

Sometimes unavoidable circumstances occur that might prevent you from submitting an assignment on time and, in that case, you may be eligible to lodge a Special Consideration request.

Unless a Special Consideration request has been submitted and approved, please note that no extensions to assignment deadlines will be granted. Assignments that are submitted late will attract a late penalty:

1. 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.
2. No assignment will be accepted more than 72 hours after the due date and time (incl. weekends) after the original due date.
3. No late submissions will be accepted for timed assessments (e.g., quizzes, online tests) or for tasks with a weighting of 10% or less of the total unit assessment.

## Assessment Tasks

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Hurdle</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Case study analysis</td>
<td>40%</td>
<td>No</td>
<td>Week-6</td>
</tr>
<tr>
<td>Group Presentation</td>
<td>30%</td>
<td>No</td>
<td>Week-11</td>
</tr>
<tr>
<td>Written Report</td>
<td>30%</td>
<td>No</td>
<td>Week 13</td>
</tr>
</tbody>
</table>

### Case study analysis

**Assessment Type:** Case study/analysis

**Indicative Time on Task:** 30 hours

**Due:** Week-6

**Weighting:** 40%

The case study analysis will assess students’ ability to analyse a case, marshal their thoughts and ideas and communicate them in written form. The aim of the case study analysis is to apply
theory to solve the case and to defend solutions to the case questions. Length: 2000 words

On successful completion you will be able to:

- Synthesise marketing theories and creatively formulate and implement marketing strategies that respond to market opportunities.
- Communicate ideas verbally and in written 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: **Week-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. Length: 15 minutes.

On successful completion you will be able to:

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

**Written Report**

Assessment Type 1: Report  
Indicative Time on Task 2: 25 hours  
Due: **Week 13**  
Weighting: **30%**

The individual written report should concisely document the practical application of the relevant
strategic marketing concepts and theories. At the conclusion of this assignment, you will be able to show how you applied theory to practice to arrive at your proposed strategic marketing recommendations that help achieve organisational goals. Length: 2000 words

On successful completion you will be able to:

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

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 Learning Skills Unit 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 Format
Each week there will be a pre-recorded lecture that students must watch, prior to a 2-hour workshop.

Required Resources
PRESCRIBED TEXT
Marketing Strategy: A Decision-Focused Approach
3rd Edition By Orville C. Walker, John Mullins, Felix Mavondo, John Gountas, Anton Kriz, Carol Osborne
McGraw Hill Education Australia.
More INFO

UNIT READINGS
Weekly unit readings are available via Leganto. Please see unit iLearn site for details
EMAIL USE

It is University policy that the University issued email account will be used for official University communication. All students are required to access their University account frequently. Only contact Macquarie University staff, using your official MQ student’s account because this is one method used to verify your identity.

TECHNOLOGY NEEDS

• Use of a PC or laptop is required to complete tasks and to access iLearn/Zoom for course materials
• Software required: E.g., Word processing, PowerPoint, video/media player, Acrobat Reader, Internet Browser.

Unit Schedule

Please see unit iLearn site for details

Policies and Procedures

Macquarie University policies and procedures are accessible from Policy Central (https://policies.mq.edu.au). 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

Students seeking more policy resources can visit Student Policies (https://students.mq.edu.au/support/study/policies). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

To find other policies relating to Teaching and Learning, visit Policy Central (https://policies.mq.edu.au) and use the search tool.

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: https://students.mq.edu.au/admin/other-resources/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.

Changes from Previous Offering

Changes from Previous Offering include:
1. 2-hour weekly workshop
2. Video recorded presentation replacing in-class presentation

Changes since First Published

<table>
<thead>
<tr>
<th>Date</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>15/07/2021</td>
<td>Late submissions of assignments</td>
</tr>
<tr>
<td>14/07/2021</td>
<td><a href="https://ilearn.mq.edu.au/">https://ilearn.mq.edu.au/</a></td>
</tr>
</tbody>
</table>