



MKTG8006

Applied Marketing Strategy

Session 2, Special circumstances 2021

Department of Marketing

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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://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 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

Name	Weighting	Hurdle	Due
Case study analysis	40%	No	Week-6
Group Presentation	30%	No	Week-11
Written Report	30%	No	Week 13

Case study analysis

Assessment Type ¹: Case study/analysis

Indicative Time on Task ²: 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 [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 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 \(https://policies.mq.edu.au\)](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 \(https://students.mq.edu.au/support/study/policies\)](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 \(https://policies.mq.edu.au\)](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 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.

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

Date	Description
15/07/2021	Late submissions of assignments
14/07/2021	https://ilearn.mq.edu.au/