



# MKTG3003

## Marketing Strategy

Session 1, Special circumstances 2021

*Department of Marketing*

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### **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.

### **Notice**

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

To check the availability of face-to-face 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  
Professor and Unit Convenor  
Scott Koslow  
[scott.koslow@mq.edu.au](mailto:scott.koslow@mq.edu.au)  
Room 158B, 3 Management Drive (MGSM area)  
1pm to 3pm, Tuesdays

Credit points  
10

Prerequisites  
40cp at 2000 level or above including MKTG2002 or MKTG202

Corequisites

Co-badged status

Unit description  
Marketing strategy is fundamental to business success. Marketing strategy is what guides the development and delivery of the firms' value offering. Marketing strategy outlines a company's overall plan to reach, communicate with, and turn people into customers. Marketing strategy contains key messages of value propositions that a company wishes to deliver to the market. In this unit students learn how to apply tools and concepts that enable marketing strategies to be developed, evaluated and implemented. The unit focuses on the analysis process: identifying information needs, acquiring the necessary information, interpreting it, and using it as the basis for business recommendations.

## 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:** Employ problem solving skills to develop solutions for a range of marketing strategy situations.
- ULO2:** Critically analyse a variety of viewpoints and/or interpretations of applied marketing strategy and communicate your findings.
- ULO3:** Develop a marketing strategy that meets specified goals in a competitive

environment.

## 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
<a href="#">Simulation</a>	40%	No	week 13
<a href="#">Strategic Marketing Plan</a>	20%	No	week 12
<a href="#">Participatory Tasks (Case Analysis)</a>	40%	No	weeks 2-12

### Simulation

Assessment Type [1](#): Simulation/role play

Indicative Time on Task [2](#): 30 hours

Due: **week 13**

Weighting: **40%**

Student teams will participate in a competitive marketing simulation. During the session, students will use critical thinking and problem solving skills to make decisions about how to manage the marketing of simulated products. They will compete against other students in the unit. Although limited class time will be set aside for teams to make decisions, student teams will also need to meet outside class time. Students will be observed by their lecturers and students will also report on what happened in their student teams. Although the simulation activities happen in teams, 75% of marks are based on an individual learning self-assessment submission that each student writes up. Length: 1 individual submission 1,500 word limit which provides a reflection on the student's individual learning based on the simulation task. The remainder is based on the student's performance in the simulation task.

On successful completion you will be able to:

- Employ problem solving skills to develop solutions for a range of marketing strategy

situations.

- Critically analyse a variety of viewpoints and/or interpretations of applied marketing strategy and communicate your findings.
- Develop a marketing strategy that meets specified goals in a competitive environment.

## Strategic Marketing Plan

Assessment Type <sup>1</sup>: Plan

Indicative Time on Task <sup>2</sup>: 30 hours

Due: **week 12**

Weighting: **20%**

Students will be asked to write up a marketing strategic plan of one written case. The case to be analysed will be announced at the end of week six and provided on iLearn. The format for the analysis will be provided during the session, but it will be based on the four principles reviewed in the textbook and emphasize a 4Ps marketing plan based on the application of those principles. Students will be assessed on both written communications as well as demonstration of problem solving and critical thinking skills. Length: 1 individual submission, 1,000 word limit

On successful completion you will be able to:

- Employ problem solving skills to develop solutions for a range of marketing strategy situations.
- Critically analyse a variety of viewpoints and/or interpretations of applied marketing strategy and communicate your findings.

## Participatory Tasks (Case Analysis)

Assessment Type <sup>1</sup>: Participatory task

Indicative Time on Task <sup>2</sup>: 10 hours

Due: **weeks 2-12**

Weighting: **40%**

These tasks will allow students to make verbal contributions to applied situations and hone their ability to apply marketing strategy to real situations. Lecturers may use a one or more methods to encourage discussion including: break-out groups, presentations, and open discussion. Students are required to be physically present in class for eight of the ten tasks in this unit. All students are also expected to verbally communicate in those discussions. A significant amount of marks are based on verbal communications skills and the remainder on the ability to apply marketing strategy. Length: Students attend a minimum of 8 out of 10 weekly oral case discussions.

On successful completion you will be able to:

- Employ problem solving skills to develop solutions for a range of marketing strategy situations.
- Critically analyse a variety of viewpoints and/or interpretations of applied marketing strategy and communicate your findings.

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<sup>1</sup> 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.

<sup>2</sup> 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

10 Harvard Business School Cases, available on iLearn.

One additional Harvard Business School Case, available on iLearn in week 11.

Palmatier, Robert W. and Shrihari Sridhar (2021), *Marketing Strategy: Based on First Principles and Data Analytics*. London: Palgrave.

## Unit Schedule

Please see iLearn

## 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/su>)

[pport/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](http://ask.mq.edu.au) or if you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto: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](http://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](http://ask.mq.edu.au)

If you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto: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/](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 since First Published

Date	Description
15/02/2021	I've updated the year of publication for the textbook. Thanks, Scott