



MKTG3003

Marketing Strategy

Session 2, Special circumstances 2021

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>Policies and Procedures</u>	6

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

Professor and Unit Convenor

Scott Koslow

scott.koslow@mq.edu.au

Contact via email

Room 158B, 3 Management Drive (MGSM area)

3-5 Thursday

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 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.*

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
Simulation	40%	No	Week 13, plus weekly activities
Strategic Marketing Plan	20%	No	Week 12
Participatory Tasks (Case Analysis)	40%	No	Weekly in weeks 3-12

Simulation

Assessment Type ¹: Simulation/role play

Indicative Time on Task ²: 30 hours

Due: **Week 13, plus weekly activities**

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 ¹: Plan

Indicative Time on Task ²: 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 ¹: Participatory task

Indicative Time on Task ²: 10 hours

Due: **Weekly in weeks 3-12**

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.

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

Mode of Delivery:

Case study approach, lecture and simulation

Textbook:

Palmatier, Robert and Shrihari Sidhar (2017), *Marketing Strategy: Based on First Principles and Data Analytics*, Palgrave Macmillan Education.

Hard copy available at the Co-op.

The eBook ISBN is: 9781137526243 Price: AUD\$84.95

<https://www.vitalsource.com/en-au/products/marketing-strategy-robert-w-palmatier-v9781137526243>

Cases:

Available from iLearn. <http://ilearn.mq.edu.au>

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.