MKTG3003
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
Policies and Procedures ....................................................... 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.

Notice
Some on-campus classes have moved online for the first two weeks of Session, before returning to campus in Week 3. If you are studying a unit outside of the primary Session 2 timetable, please contact your teaching staff team for further details.

Some classes/teaching activities cannot be moved online and must be taught on campus. To find out if you are enrolled in one of these classes/teaching activities, you can check to see if your unit is on the list of units with mandatory on-campus classes/teaching activities.

Your Unit Convenor will provide more information via an iLearn announcement when your iLearn unit becomes available.
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://students.mq.edu.au/important-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

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Hurdle</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Simulation</td>
<td>40%</td>
<td>No</td>
<td>Week 13, plus weekly activities</td>
</tr>
<tr>
<td>Strategic Marketing Plan</td>
<td>20%</td>
<td>No</td>
<td>Week 12</td>
</tr>
<tr>
<td>Participatory Tasks (Case Analysis)</td>
<td>40%</td>
<td>No</td>
<td>Weekly in weeks 3-12</td>
</tr>
</tbody>
</table>

Simulation

Assessment Type: Simulation/role play
Indicative Time on Task: 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 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**

**Mode of Delivery:**
Case study approach, lecture and simulation

**Textbook:**

Hard copy available at the Co-op.

The eBook ISBN is: 9781137526243 Price: AUD$84.95


**Cases:**
Available from iLearn. http://ilearn.mq.edu.au
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). 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). 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 (https://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/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 https://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.
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.