



MMBA8028

Designing Competitive Marketing Strategies

Term 2, Special circumstances 2021

Department of Marketing

Contents

General Information	2
Learning Outcomes	2
General Assessment Information	3
Assessment Tasks	3
Delivery and Resources	4
Unit Schedule	5
Policies and Procedures	5

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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

Ralf Wilden

ralf.wilden@mq.edu.au

Contact via via Email

Room 162, 3 Management Drive

Monday 4-5pm (all consultations, incl. outside the hour, must be arranged via email)

Oliver Wade

oliver.wade@mq.edu.au

Credit points

10

Prerequisites

Admission to MBA and (MMBA8020 or MGSM820)

Corequisites

Co-badged status

Unit description

To be successful, organisations must develop value-creating marketing strategies and implement them. The core determinant of marketing strategy is the identification of promising target markets and the development of differential competitive advantage and clear positioning. Most importantly, marketing leaders must focus on developing marketing as a strategic partner within organisations.

This unit develops students' knowledge of the process of designing competitive marketing strategies. It focuses on how to identify and develop higher-order objectives and on the role of organisational factors such as culture, strategic orientation and important aspects of market analysis in designing competitive marketing strategies.

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: Analyse and evaluate theories and concepts related to marketing strategy.

ULO2: Identify and evaluate the impact of organisational factors and market forces on

designing marketing strategy.

ULO3: Develop higher-order objectives relevant to marketing strategies.

ULO4: Design competitive marketing strategies.

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
Case Study Analysis	30%	No	Week 7
Strategic Marketing Project	50%	No	Week 9
Class Activities	20%	No	Week 10

Case Study Analysis

Assessment Type [1](#): Case study/analysis

Indicative Time on Task [2](#): 18 hours

Due: **Week 7**

Weighting: **30%**

The case study will assess students' ability to analyse a case, marshal their thoughts and ideas, and communicate them in written form (2,000 words). The aim is to apply theory to solve the case and defend solutions to the case questions.

On successful completion you will be able to:

- Identify and evaluate the impact of organisational factors and market forces on designing marketing strategy.

Strategic Marketing Project

Assessment Type [1](#): Project

Indicative Time on Task [2](#): 27 hours

Due: **Week 9**

Weighting: **50%**

Group component: 20-minute presentation: approx. 15 slides per group, with each group member preparing 3-4 slides. Individual component: individual analysis submission, including additional information in notes view.

On successful completion you will be able to:

- Develop higher-order objectives relevant to marketing strategies.
- Design competitive marketing strategies.

Class Activities

Assessment Type ¹: Participatory task

Indicative Time on Task ²: 10 hours

Due: **Week 10**

Weighting: **20%**

In specified weeks, students prepare and present solutions to assigned discussion questions and problems to demonstrate their theoretical understanding of important aspects of marketing strategy.

On successful completion you will be able to:

- Analyse and evaluate theories and concepts related to marketing strategy.
- Identify and evaluate the impact of organisational factors and market forces on designing marketing strategy.

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

Intensive mode of delivery (purely online) via Zoom.

We have provided material in the iLearn unit (case studies, articles, and video links) as a resource for you. These materials comprise compulsory and recommended resources.

Unit Schedule

Please refer to [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/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 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.