



# MKTG8080

## Strategic Marketing Management

Session 1, Special circumstances 2021

*Department of Marketing*

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#### **Disclaimer**

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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

Unit Convenor

Michael Volkov

[michael.volkov@mq.edu.au](mailto:michael.volkov@mq.edu.au)

Contact via Email

Room 161, MGSM 3 Management Drive

Via Zoom: Wednesday 10:00 am - 12:00 pm, Weeks 1 - 13

Credit points

10

Prerequisites

Admission to MMKtg and 40cp including ((MKTG820 or MKTG8020) and (MKTG815 or MKTG8015))

Corequisites

Co-badged status

Unit description

Strategic marketing management is the driving force of successful firms. The task of competitive marketing strategy is to develop, maintain or defend a firm's competitive position. Competitive marketing strategy must be well-designed to assist a firm to effectively position its products against competitors and gain sustainable market advantages. This unit focuses on developing students' knowledge and skills to manage the firms' strategic marketing activities to sustain performance. The unit equips students with the ability to work in teams to assess marketing assets and to plan and allocate them to different marketing activities. This unit advances student ability to collaborate with colleagues to develop ethical, data driven marketing strategies for different products/services in diverse market segments.

## 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:** Evaluate and select strategic marketing activities that sustain a firm's performance.

**ULO2:** Assess marketing assets and allocate them to different marketing activities.

**ULO3:** Design and apply ethical, data driven marketing strategies for different products/ services in diverse market segments.

**ULO4:** Develop teamwork skills and abilities.

## 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="#">In class activities</a>	20%	No	Week 2 to Week 11
<a href="#">Simulation</a>	30%	No	Week 7
<a href="#">Strategic Marketing Management Project</a>	50%	No	Week 13

### In class activities

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

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

Due: **Week 2 to Week 11**

Weighting: **20%**

Workshop activities give you the opportunities to internalise your learning. These activities also allow you to engage in discussions with your peers and share your thoughts, help you explain your points of view, and develop not only your own knowledge, but also assist your fellow classmates to gain a better understanding of the topic. Written or verbal presentation of case studies/problem based learning (PBL) activities in the classroom. Activities on weekly basis receive 2 marks for 10 weeks in the semester.

On successful completion you will be able to:

- Evaluate and select strategic marketing activities that sustain a firm's performance.
- Develop teamwork skills and abilities.

## Simulation

Assessment Type <sup>1</sup>: Simulation/role play

Indicative Time on Task <sup>2</sup>: 20 hours

Due: **Week 7**

Weighting: **30%**

The simulation exercise allows you to act as a manager and make decisions for an event. It allows you to observe the direct impact of your choice on performance immediately. You have to provide a 1500 words  $\pm 10\%$  written analysis.

On successful completion you will be able to:

- Evaluate and select strategic marketing activities that sustain a firm's performance.
- Assess marketing assets and allocate them to different marketing activities.
- Design and apply ethical, data driven marketing strategies for different products/services in diverse market segments.

## Strategic Marketing Management Project

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

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

Due: **Week 13**

Weighting: **50%**

The project allows you to develop marketing strategies that solves a marketing problem that a business encounter. You will be given a business case to work in a group and individually. You are required to apply marketing concepts and theories and develop strategies that help the business to solve their problem. You have to provide a 2000 $\pm 10\%$  words group report, worth 50% of the marks available for this task, together with a 20 minute group presentation where you will be marked individually for 50% of the marks available for this task.

On successful completion you will be able to:

- Evaluate and select strategic marketing activities that sustain a firm's performance.
- Assess marketing assets and allocate them to different marketing activities.
- Design and apply ethical, data driven marketing strategies for different products/services in diverse market segments.
- Develop teamwork skills and abilities.

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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

### Your learning experiences in this Unit - and your expected commitment

To be successful in this unit, you must:

- **Read** all materials in preparation for your workshops, and follow up each with further study and research on the topic;
- **Start** your assessment tasks well ahead of the due date;
- Read or listen to all **feedback** carefully, and use it in your future work;
- **Attend and engage** in **all** timetabled learning experiences as follows:
  - **Timetabled:** 1 x 2 hour workshop per week
  - **Not timetabled:** 1 hour of directed learning each week (you will be directed and guided by the teaching team on iLearn or in workshops to learning activities that you will have to self-manage and complete outside of classes each week)

**ALL STUDENTS NEED TO NOTE** that we use an **activity-based teaching and learning approach** in this unit. What this means is that you will need to participate fully in the workshops which will be based around activities you will be doing. To be an effective and enjoyable learning experience you **MUST PREPARE AND COMPLETE** all readings and tasks before your workshops.

### Essential learning resources

You will require online access. Specifications for online access, use, communication and standards are listed in Macquarie University policies and procedures.

### Prescribed textbook(s) and other resources which you must acquire or to which you must have access:

There is no prescribed text for this unit. All readings are available on iLearn. These readings will need to be supplemented by your own self-directed reading and research.

Some textbooks that you may find helpful in explaining strategic marketing management concepts include:

Ferrell, O.C. and Hartline, M. 2017, *Marketing Strategy*, 7<sup>th</sup> edition, Cengage Learning, Boston.

Hooley, G., Nicoulaud, B., Rudd, J., and Lee, N., 2020, *Marketing Strategy and Competitive Positioning*, 7<sup>th</sup> edition, Pearson, Harlow.

Rajagopal, 2019, *Contemporary Marketing Strategy: Analyzing Consumer Behaviour to Drive Managerial Decision Making*, Palgrave Macmillan, Cham.

Tomczac, T., Reinecke, S. and Kuss, A., 2018, *Strategic Marketing*, Springer Gabler, Wiesbaden.

Walker, O., Mullins, J.W., Mavondo, F.T., Gountas, J.I., Kriz, A., and Osborne, C., 2015, *Marketing Strategy: A Decision-Focussed Approach*, McGraw-Hill, North Ryde.

## Recommended learning resources

The [Macquarie University Library MultiSearch](#) provides students with access to software that you may need or find useful for your study at Macquarie

The Macquarie University Library contains a wealth of information that will assist you in this unit, particularly the electronic databases which include academic peer-reviewed journals such as:

- Journal of Marketing
- Journal of Consumer Research
- Journal of Marketing Research
- Journal of the Academy of Marketing Science
- European Journal of Marketing
- Journal of Strategic Marketing
- Journal of Retailing
- Journal of Service Research
- Journal of Advertising
- Journal of Marketing Management
- Journal of Consumer Psychology

## Unit Schedule

Please refer to [iLearn](#)

**ALL STUDENTS NEED TO NOTE** that workshops commence week 1.

## 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 \(https://students.mq.edu.au/support/study/policies\)](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](https://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](https://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](https://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 from Previous Offering

- Revision of assessment tasks to highlight the application-based and collaborative nature of learning
- Increased development of a blended learning approach in the unit, which combines online learning materials and opportunities with traditional place-based methods. This student-centered approach enables students to have greater control over the time, place and pace of their learning