



MKTG8080

Strategic Marketing Management

Session 1, Online-scheduled-weekday 2022

Department of Marketing

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General Information

Unit convenor and teaching staff

Unit Convenor

Michael Volkov

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Room 161, MGSM 3 Management Drive

Tuesday 4:00pm - 5:00pm via Zoom (see iLearn for details), 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 exercise professional judgement and evaluate strategic marketing options and implement strategies in diverse marketing contexts. This unit advances student ability to develop and apply ethical, data driven marketing strategies for different product/services in diverse market segment in collaboration with peers.

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: Critique strategic marketing management planning and activities in relations to

firm performance.

ULO2: Exercise professional judgement and evaluate strategic marketing options and implement strategies in diverse marketing contexts.

ULO3: Develop and apply ethical, data driven marketing strategies for different product/ services in diverse market segment in collaboration with peers and communicate with diverse audiences.

General Assessment Information

Late submissions of assessments: Unless a [Special Consideration](#) request has been submitted and approved, no extensions will be granted. There will be a deduction of 10% of the total available assessment-task marks made from the total awarded mark for each 24-hour period or part thereof that the submission is late. Late submissions will only be accepted up to 96 hours after the due date and time.

No late submissions will be accepted for timed assessments – e.g., quizzes, online tests.

Table 1: Penalty calculation based on submission time

Submission time after the due date (including weekends)	Penalty (% of available assessment task mark)	Example: for a non-timed assessment task marked out of 30
< 24 hours	10%	10% x 30 marks = 3-mark deduction
24-48 hours	20%	20% x 30 marks = 6-mark deduction
48-72 hours	30%	30% x 30 marks = 9-mark deduction
72-96 hours	40%	40% x 30 marks = 12-mark deduction
> 96 hours	100%	Assignment won't be accepted

Special Consideration: To request an extension on the due date/time for a timed or non-timed assessment task, you must submit a [Special Consideration](#) application. An application for Special Consideration does not guarantee approval.

The approved extension date for a student becomes the new due date for that student. The late submission penalties above then apply as of the new due date.

Assessment Tasks

Name	Weighting	Hurdle	Due
Practice-based activities	20%	No	Weeks 2 - 11
Simulation	30%	No	Week 7

Name	Weighting	Hurdle	Due
Strategic Marketing Management Project	50%	No	Week 13

Practice-based activities

Assessment Type ¹: Participatory task

Indicative Time on Task ²: 20 hours

Due: **Weeks 2 - 11**

Weighting: **20%**

Practice based activities allow you to engage in discussions and share your thoughts, help you articulate your point of view, and develop not only your own knowledge, but also assist collaborative learning to gain a better understanding of the topic. Each session students will work on specific activities designed by the teaching team.

On successful completion you will be able to:

- Critique strategic marketing management planning and activities in relations to firm performance.
- Exercise professional judgement and evaluate strategic marketing options and implement strategies in diverse marketing contexts.

Simulation

Assessment Type ¹: Simulation/role play

Indicative Time on Task ²: 15 hours

Due: **Week 7**

Weighting: **30%**

The simulation exercise enables you to act as a manager and make decisions for an event. It allows you to evaluate strategic marketing options and apply them to activities that drive strategies you develop. You will also be able to observe the direct impact of your decisions on performance immediately. You must provide a 1500 ±10% word, individual, written analysis.

On successful completion you will be able to:

- Critique strategic marketing management planning and activities in relations to firm performance.
- Exercise professional judgement and evaluate strategic marketing options and

implement strategies in diverse marketing contexts.

- Develop and apply ethical, data driven marketing strategies for different product/services in diverse market segment in collaboration with peers and communicate with diverse audiences.

Strategic Marketing Management Project

Assessment Type ¹: Project

Indicative Time on Task ²: 25 hours

Due: **Week 13**

Weighting: **50%**

The project allows you to collaborate with your peers to develop and apply marketing strategies that identify marketing opportunities and solve marketing issues and communicate solutions for a real business. You will be given a business case and are required to evaluate and select strategic marketing activities to develop ethical, data driven marketing strategies to help the business solve their marketing problem or take advantage of marketing opportunities. You must provide, a 20-minute oral presentation and a 2000 ±10% word report in collaboration with peers. The group oral presentation and report are worth 30% of overall marks assigned to this assignment. This mark is equally divided between the two tasks. You must also provide a 1000±10% word reflection on the team's collaboration experience. You will be given specific questions to answer. This part is worth 20% of the overall marks assigned to this assignment.

On successful completion you will be able to:

- Critique strategic marketing management planning and activities in relations to firm performance.
- Exercise professional judgement and evaluate strategic marketing options and implement strategies in diverse marketing contexts.
- Develop and apply ethical, data driven marketing strategies for different product/services in diverse market segment in collaboration with peers and communicate with diverse audiences.

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

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 and 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 each 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, activities 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*, 7th edition, Cengage Learning, Boston.
- Hooley, G., Nicoulaud, B., Rudd, J., and Lee, N., 2020, *Marketing Strategy and Competitive Positioning*, 7th 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 see the MKTG8080 iLearn site for details.

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](#)
- [Assessment Procedure](#)
- [Complaints Resolution 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

Academic Integrity

At Macquarie, we believe [academic integrity](#) – honesty, respect, trust, responsibility, fairness and courage – is at the core of learning, teaching and research. We recognise that meeting the expectations required to complete your assessments can be challenging. So, we offer you a range of resources and services to help you reach your potential, including free [online writing and maths support](#), [academic skills development](#) and [wellbeing consultations](#).

Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

The Writing Centre

[The Writing Centre](#) provides resources to develop your English language proficiency, academic writing, and communication skills.

- [Workshops](#)
- [Chat with a WriteWISE peer writing leader](#)
- [Access StudyWISE](#)
- [Upload an assignment to Studiosity](#)
- [Complete the 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

Macquarie University offers a range of [Student Support Services](#) including:

- [IT Support](#)
- [Accessibility and disability support](#) with study

- Mental health [support](#)
- [Safety support](#) to respond to bullying, harassment, sexual harassment and sexual assault
- [Social support including information about finances, tenancy and legal issues](#)

Student Enquiries

Got a question? Ask us via [AskMQ](#), or contact [Service Connect](#).

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.

Changes from Previous Offering

- Greater clarity around team-based collaboration requirements
- Students able to reflect on the team-based collaborative aspect of their deliverables as part of the final assessment task