MKTG8006

Applied Marketing Strategy

Session 1, Online-scheduled-weekday 2022

Department of Marketing

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General Information

Unit convenor and teaching staff
Unit Convenor / Lecturer
LayPeng Tan
laypeng.tan@mq.edu.au
Contact via E-mail or iLearn Discussion Forum
Room 138, 3 Management Drive, Macquarie University.
Tuesday 3-4pm

Credit points
10

Prerequisites
MKTG696 or MKTG6096

Corequisites

Co-badged status
MKTG7006

Unit description
In today's changing marketplace, firms facing intense competition and changing customer demands. In the competitive environment, firms need to scan the market for business opportunities. Orchestrating the right combination of strategies for expansion, extension, and diversification, as well as choosing the right business environment to compete in, are important to achieve organisational goals. This unit develops students' practical competencies to synthesise marketing theories and creatively formulate and implement marketing strategies that respond to market opportunities. Students will learn to assess and critically analyse information to make strategic marketing decisions. Students will practice communicating ideas verbally and in written to potential stakeholders individually and in a group setting to address marketing strategy challenges

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: Synthesise marketing theories and creatively formulate and implement marketing

strategies that respond to market opportunities.

ULO2: Assess and critically analyse information to make strategic marketing decisions.

ULO3: Communicate ideas verbally and in written to potential stakeholders individually and in a group setting to address marketing strategy challenges.

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
Case study analysis	40%	No	Week-6
Group Presentation	30%	No	Week-11
Written Report	30%	No	Week-13

Case study analysis

Assessment Type [1]: Case study/analysis
Indicative Time on Task [2]: 30 hours
Due: **Week-6**
Weighting: **40%**

The case study analysis will assess students' ability to analyse a case, marshal their thoughts and ideas and communicate them in written form. The aim of the case study analysis is to apply theory to solve the case and to defend solutions to the case questions. Length: 2000 words

On successful completion you will be able to:

- Synthesise marketing theories and creatively formulate and implement marketing strategies that respond to market opportunities.
- Assess and critically analyse information to make strategic marketing decisions.

Group Presentation

Assessment Type [1]: Presentation
Indicative Time on Task [2]: 25 hours
Due: **Week-11**
Weighting: **30%**

Students need to demonstrate their ability to apply marketing strategy concepts, critically evaluating business scenarios, as well as recommending strategic actions of organisations. Team members must also demonstrate their ability to work collaboratively. Using frameworks and concepts from the unit, groups must conduct a comprehensive strategic analysis in response to a brief provided by an industry partner. The project delivery includes an in-class group presentation and a submission of the presentation slides, including presentation notes. Length: 15 minutes.

On successful completion you will be able to:

- Synthesise marketing theories and creatively formulate and implement marketing strategies that respond to market opportunities.
- Communicate ideas verbally and in written to potential stakeholders individually and in a group setting to address marketing strategy challenges.

Written Report

Assessment Type [1]: Report
Indicative Time on Task [2]: 25 hours
Due: **Week-13**
Weighting: **30%**

The individual written report should concisely document the practical application of the relevant strategic marketing concepts and theories. At the conclusion of this assignment, you will be able to show how you applied theory to practice to arrive at your proposed strategic marketing recommendations that help achieve organisational goals. Length: 2000 words

On successful completion you will be able to:

- Assess and critically analyse information to make strategic marketing decisions.
- Communicate ideas verbally and in written to potential stakeholders individually and in a group setting to address marketing strategy challenges.

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[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

Delivery Format

Each week there will be a pre-recorded lecture that students must watch, prior to a 2-hour workshop.

Required Resources

Prescribed Text

Marketing Strategy: A Decision-Focused Approach

3rd Edition By Orville C. Walker, John Mullins, Felix Mavondo, John Gountas, Anton Kriz, Carol Osborne

McGraw Hill Education Australia.

More INFO

Unit Readings

Weekly unit readings are available via Leganto. Please see unit iLearn site for details

E-Mail Use

It is University policy that the University issued email account will be used for official University communication. All students are required to access their University account frequently. Only contact Macquarie University staff, using your official MQ student's account because this is one method used to verify your identity.

Technology Needs

• Use of a PC or laptop is required to complete tasks and to access iLearn/Zoom for course materials

• Software required: E.g., Word processing, PowerPoint, video/media player, Acrobat Reader, Internet Browser.

Unit Schedule

Please see unit iLearn site for details

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

- 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). 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

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.