



MMBA8028

Designing Competitive Marketing Strategies

Term 2, Online-scheduled-weekday 2022

Department of Marketing

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General Information

Unit convenor and teaching staff

Lecturer and Unit Convenor

Ralf Wilden

ralf.wilden@mq.edu.au

Contact via Contact via Email

Room 162, 3 Management Drive

Monday 4-5pm (arrange via email)

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 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
<u>Class Activities</u>	30%	No	Week 9
<u>Case Study Analysis</u>	40%	No	Week 4
<u>Strategic Marketing Project</u>	30%	No	Week 6

Class Activities

Assessment Type ¹: Participatory task

Indicative Time on Task ²: 13 hours

Due: **Week 9**

Weighting: **30%**

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.

Case Study Analysis

Assessment Type ¹: Case study/analysis

Indicative Time on Task ²: 22 hours

Due: **Week 4**

Weighting: **40%**

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: 20 hours

Due: **Week 6**

Weighting: **30%**

15-20-minute presentation: approx. 15 slides per group.

On successful completion you will be able to:

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

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 - hybrid.

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](#)
- [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 \(https://policies.mq.edu.au\)](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.