



# MKTG3003

## Marketing Strategy

Session 2, Online-scheduled-weekday 2023

*Department of Marketing*

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## General Information

Unit convenor and teaching staff

Professor and Unit Convenor

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Credit points

10

Prerequisites

40cp at 2000 level or above including MKTG2002 or MKTG202 or MKTG2008 or MKTG208

Corequisites

Co-badged status

### Unit description

Marketing strategy is fundamental to business success. Marketing strategy is what guides the development and delivery of the firms' value offering. Marketing strategy outlines a company's overall plan to reach, communicate with, and turn people into customers. Marketing strategy contains key messages of value propositions that a company wishes to deliver to the market. In this unit students learn how to apply tools and concepts that enable marketing strategies to be developed, evaluated and implemented. The unit focuses on the analysis process: identifying information needs, acquiring the necessary information, interpreting it, and using it as the basis for business recommendations.

## 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:** Employ problem solving skills to develop and communicate solutions for a range of marketing strategy situations.

**ULO2:** Critically analyse the theoretical and conceptual underpinnings of marketing strategies.

**ULO3:** Develop and apply competitive marketing strategies, individually and in collaboration.

## General Assessment Information

Late Assessment Submission Penalty (written assessments)

Unless a Special Consideration request has been submitted and approved, a 5% penalty (of the total possible mark) will be applied each day a written assessment is not submitted, up until the 7th day (including weekends). After the 7th day, a grade of '0' will be awarded even if the assessment is submitted. Submission time for all written assessments is set at 11.00pm. A 1-hour grace period is provided to students who experience a technical concern.

For any late submissions of time-sensitive tasks, such as scheduled tests/exams, performance assessments/presentations, and/or scheduled practical assessments/labs, students need to submit an application for [Special Consideration](#).

## Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Simulation</u>	40%	No	Weeks 1-13 (group) and Week 13 (individual)
<u>Strategic Marketing Plan</u>	20%	No	Week 11
<u>Weekly Case Discussion</u>	40%	No	Weeks 3-12

### Simulation

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

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

Due: **Weeks 1-13 (group) and Week 13 (individual)**

Weighting: **40%**

Student teams will participate in a competitive marketing simulation. During the session, students will use critical thinking and problem solving skills to make decisions about how to manage the marketing of simulated products. They will compete against other students in the unit. Although limited class time will be set aside for teams to make decisions, student teams will also need to meet outside class time. Students will be observed by their lecturers and students will also report on what happened in their student teams. Although the simulation activities happen in teams, 75% of marks are based on an individual learning self-assessment submission that each student writes up. Length: 1 individual submission 2000 word limit which provides a reflection on the student's individual learning based on the simulation task. The remainder is based on the student's performance in the simulation task.

On successful completion you will be able to:

- Employ problem solving skills to develop and communicate solutions for a range of marketing strategy situations.
- Develop and apply competitive marketing strategies, individually and in collaboration.

### Strategic Marketing Plan

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

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

Due: **Week 11**

Weighting: **20%**

Students will be asked to write up a marketing strategic plan of one written case. The case to be analysed will be announced at the end of week six and provided on iLearn. The format for the analysis will be provided during the session, but it will be based on the four principles reviewed in the textbook and emphasize a 4Ps marketing plan based on the application of those principles. Students will be assessed on both written communications as well as demonstration of problem solving and critical thinking skills. Length: 1 individual submission, 1,250 word limit

On successful completion you will be able to:

- Employ problem solving skills to develop and communicate solutions for a range of marketing strategy situations.
- Critically analyse the theoretical and conceptual underpinnings of marketing strategies.

## Weekly Case Discussion

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

Indicative Time on Task <sup>2</sup>: 10 hours

Due: **Weeks 3-12**

Weighting: **40%**

These tasks will allow students to make verbal contributions to applied situations and hone their ability to apply marketing strategy to real situations. Lecturers may use a one or more methods to encourage discussion including: break-out groups, presentations, and open discussion. Students are required to be physically present in class for eight of the ten tasks in this unit. All students are also expected to verbally communicate in those discussions. A significant amount of marks are based on verbal communications skills and the remainder on the ability to apply marketing strategy. Length: Students attend a minimum of 8 out of 10 weekly oral case discussions.

On successful completion you will be able to:

- Employ problem solving skills to develop and communicate solutions for a range of marketing strategy situations.
- Critically analyse the theoretical and conceptual underpinnings of marketing strategies.

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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

### Mode of Delivery:

Case study approach, lecture and simulation

### Textbook:

Palmatier, Robert and Shrihari Sidhar (2021), *Marketing Strategy: Based on First Principles and Data Analytics*, (second edition) Palgrave Macmillan Education.

Hard copy available at Booktopia for AUD99.35; eBook 94.99:

[https://www.booktopia.com.au/marketing-strategy-2ed-r-sridhar-s-palmatier/book/9781352011463.html?dsa=s1-east&gclid=EAlaQobChMI-Y6ZuL\\_7\\_wIVy2wPAh1M1g3DEAAYASAAEgla\\_o\\_D\\_BwE](https://www.booktopia.com.au/marketing-strategy-2ed-r-sridhar-s-palmatier/book/9781352011463.html?dsa=s1-east&gclid=EAlaQobChMI-Y6ZuL_7_wIVy2wPAh1M1g3DEAAYASAAEgla_o_D_BwE)

Book also available from other vendors, so please shop around. First edition is not very different from second edition so a used copy of first edition is acceptable.

### Cases:

Available from iLearn. <http://ilearn.mq.edu.au>

## Unit Schedule

see iLearn

## Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](https://policies.s.mq.edu.au) (<https://policies.s.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>)

[du.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](http://ask.mq.edu.au) or if you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto: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 Advocacy](#) provides independent advice on MQ policies, procedures, and processes

## 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/](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

New cases have been written