



MKTG8080

Strategic Marketing Management

Session 2, In person-scheduled-weekday, North Ryde 2024

Department of Marketing

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General Information

Unit convenor and teaching staff

Unit Convenor

Dr Camille Singh

camille.singh@mq.edu.au

Contact via Email

Wednesdays, 3pm-4pm (Online)

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 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 11.55pm. 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
Practice-based activities	20%	No	Weeks 2-12
Simulation	30%	No	Week 7
Strategic Marketing Management Project	50%	No	Week 10: Individual Report & Week 13: Team Presentation

Practice-based activities

Assessment Type ¹: Participatory task

Indicative Time on Task ²: 20 hours

Due: **Weeks 2-12**

Weighting: **20%**

Practice-based activities allow you to engage in discussions and share your thoughts, help you articulate your point of view, develop your own knowledge, and assist collaborative learning to gain a better understanding of the topic. You will be asked to submit specific activities designed by the teaching team either during class or in preparation for class.

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 and reflection.

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 10: Individual Report & Week 13: Team Presentation**

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 must 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 prepare a 1,500-word individual analysis report worth 20% of the overall unit mark. As a team, you must

deliver a 12-minute client presentation worth 30% of the overall unit mark. All team members need to submit a peer evaluation.

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

DELIVERY FORMAT This capstone unit is delivered in an intensive 3-hour workshop format. In contrast to most other units, there will be no pre-recorded lectures. Instead, workshop time is focused on applying theories, tools and frameworks learned in other units to two main projects:

1. Harvard Business Simulation: As a team, you will be leading a marketing division with full responsibility for your marketing strategy, market entry decisions, product and brand design, promotion, sales channels and pricing (Weeks 1-7).
2. Industry Project: As a team, you will be working on a living case study with an industry partner, acting as an external Marketing Consultant (Weeks 8-13). As such, the unit follows an experiential learning approach, allowing you actively engage with other students and stakeholders during class time followed by reflection, iteration and improvement. This unit requires you to be fully present in each class, both physically and mentally. Pre- and post-class activities will also be required to use class time to maximum effect.

RECOMMENDED TEXTBOOK Iacobucci, Dawn (2022). Marketing Management (6th Edition). Cengage Learning. Boston, USA

Iacobucci's Marketing Management presents a concise guiding framework that clearly illustrates how core marketing concepts fit together. The text emphasises the importance of theory with a

framework that demonstrates the interrelationship of marketing concepts and decisions. Read the recommended chapters to gain a foundational understanding of topics to build upon during in-class discussions and application.

TECHNOLOGY USED & REQUIRED • Use of a laptop (recommended) or tablet is required to complete in-class activities. Please bring to every class. • Use of paper and pen is also required to complete in-class activities. Ideally bring a journal to take and keep hand-written notes.

Unit Schedule

Please refer to [iLearn](#) for more detailed information about the Unit Schedule.

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 connect.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 Advocacy](#) provides independent advice on MQ policies, procedures, and processes

Student Enquiries

Got a question? Ask us via the [Service Connect Portal](#), 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.

Unit information based on version 2024.03 of the [Handbook](#)