MKTG8080

Strategic Marketing Management

Session 1, In person-scheduled-weekday, North Ryde 2026

Department of Marketing

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General Information

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Credit points
10

Prerequisites
Admission to (MMktg or MCom) and 40cp including (MKTG8020 and 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 Submission Penalties

If you submit your assessment late, 5% of the total possible marks will be deducted for each day (including weekends), up to 7 days. Submissions more than 7 days late will receive a mark of 0.

- Example 1 (out of 100): If you score 85/100 but submit 20 hours late, you will lose 5 marks and receive 80/100.
- Example 2 (out of 30): If you score 27/30 but submit 20 hours late, you will lose 1.5 marks and receive 25.5/30.

Extensions

Automatic short extension: Some assessments are eligible for automatic short extension. You can only apply for an automatic short extension before the due date.

Special Consideration: If you need more time due to serious issues and for any assessments that are not eligible for Short Extension, you must apply for Special Consideration. Need help? Review the Special Considerationn page for further details.

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.

Assessment Tasks

Name	Weighting	Hurdle	Due	Groupwork/Individual	Short Extension	AI Approach
Skills development: Making strategic marketing decisions	40%	No	24/04/2026	Individual	Yes	Open AI
Skills development: Strategic marketing portfolio	30%	No	29/05/2026	Individual	Yes	Open AI
Professional Practice: Marketing project and communication	30%	No	02/06/2026	Group	No	Observed

Skills development: Making strategic marketing decisions

Assessment Type [1]: Professional task
Indicative Time on Task [2]: 15 hours
Due: **24/04/2026**
Weighting: **40%**
Groupwork/Individual: Individual
Short extension [3]: Yes
AI Approach: Open AI

The purpose of this assessment is to develop your strategic decision-making skills by acting as a manager in a simulated marketing environment.

You will evaluate strategic marketing options, make data-driven decisions, and apply them to activities that support the strategies you develop. This exercise allows you to observe the immediate impact of your decisions on performance, helping you connect theory to real-world outcomes.

Skills in focus:

- Critical thinking and problem solving
- Discipline knowledge

Deliverable(s): Individual analysis and reflection report [max. 1,500 words]. Individual assessment

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.

Skills development: Strategic marketing portfolio

Assessment Type [1]: Portfolio
Indicative Time on Task [2]: 20 hours
Due: **29/05/2026**
Weighting: **30%**
Groupwork/Individual: Individual
Short extension [3]: Yes
AI Approach: Open AI

The purpose of this assessment is for you to build your skills set to develop ethical, data-driven marketing strategies for different products/services in diverse market segments.

You will participate in industry-relevant tasks and deep dive into strategic planning.

Skills in focus:

- Communication skills
- Critical thinking and problem solving
- Discipline knowledge

Deliverable(s): Portfolio report Individual assessment

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.

Professional Practice: Marketing project and communication

Assessment Type [1]: Presentation task
Indicative Time on Task [2]: 25 hours
Due: **02/06/2026**
Weighting: **30%**
Groupwork/Individual: Group
Short extension [3]: No
AI Approach: Observed

The purpose of this assessment is to continuously build your expertise in applying marketing management knowledge and skills to resolve a real business case.

You will collaborate with your peers to develop marketing strategies that identify opportunities,

address challenges for a real business, and effectively communicate your solutions. Working with an assigned business case, you will evaluate and select strategic marketing activities to develop ethical, data-driven solutions that either resolve a marketing problem or capitalize on a market opportunity.

Skills in focus:

- Critical thinking and problem solving
- Communication skills
- Discipline knowledge

Deliverable(s): Analysis report [max. 1,500 words] and in-class presentation Group assessment

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.

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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
- Academic Success 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.

[3] An automatic short extension is available for some assessments. Apply through the Service Connect Portal.

Delivery and Resources

DELIVERY FORMAT

This **capstone** unit is designed to help you integrate and apply the theories, tools, and frameworks from your previous studies in a highly interactive, practice-driven environment. Delivered as an **intensive 3-hour seminar series**, this unit moves beyond traditional lectures—there are no pre-recorded videos or passive content delivery. Instead, every class is a dynamic, hands-on session focused on two key projects:

1. **Harvard Business Simulation (Weeks 1–7)** Step into the role of a marketing leader,

where you will develop and execute a comprehensive marketing strategy. You will make real-time decisions on market entry, product and brand development, promotion, sales channels, and pricing, navigating competitive market conditions.

2. **Industry Project (Weeks 8–13)** Working in teams, you will take on the role of **external marketing consultants**, applying your knowledge to a real-world business challenge in collaboration with an industry partner.

This experiential learning format is designed to enhance your strategic thinking, decision-making, and problem-solving skills through active engagement, peer collaboration, and stakeholder interaction. Each session is an opportunity to test ideas, reflect on outcomes, iterate strategies, and refine your approach.

- Active participation is critical—both physically and mentally.
- Pre- and post-class activities will complement in-class learning, ensuring you extract maximum value from each session.

By the end of this unit, you will have practical, applied experience that bridges the gap between academic theory and real-world marketing practice.

RECOMMENDED TEXTBOOK

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

This textbook provides a clear, concise framework that illustrates how core marketing concepts interrelate. Please read the recommended chapters to build a foundational understanding of these topics, which will enhance your contributions to in-class discussions and practical applications.

TECHNOLOGY USED & REQUIRED

Laptop or Tablet:

A laptop is recommended, though a tablet is also acceptable.

Please ensure you bring your device to every class.

Paper and Pen:

Bring a journal or notebook to take and keep hand-written notes during class activities.

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/

Academic Success

Academic Success provides resources to develop your English language proficiency, academic writing, and communication skills.

- Ask a Study Coach
- 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 https://students.mq.edu.au/support/technology/service-desk.

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 since First Published

Date	Description
05/02/2026	Updated Late Submission Penalties
04/02/2026	Updated Late Submission Penalties

Unit information based on version 2026.04 of the Handbook