MKTG806
Applied Marketing Strategy
S1 Evening 2016
Dept of Marketing and Management

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General Information

Unit convenor and teaching staff
Moderator
Abas Mirzaei
abas.mirzaei@mq.edu.au
Contact via 02 98508560
E4A, Room 520

Lecturer
John Edwards
john.edwards@mq.edu.au
E4B 218A
Thursday 9am-12pm

Abas Mirzaei
abas.mirzaei@mq.edu.au

Credit points
4

Prerequisites
MKTG696

Corequisites

Co-badged status

Unit description
This unit takes students through the whole marketing strategy process, such as identifying options, evaluating and assessing competitive positioning, and choosing how and where to compete, and assessing performance. Students have the opportunity to apply their knowledge to the commercial environment. Students will build upon their marketing knowledge gained in market research, consumer behaviour, marketing communications and marketing management, and work in teams to develop strategic initiatives for an existing commercial business.

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:

- Learn how to analyse, synthesise and evaluate marketing strategies. STEPS Management Strategy Model, Consumer Choice Models and Social Behavioural Models
- Understand and analyse the complexities of the business environment and how these influence marketing strategy (awareness to choice to behaviour)
- Understand how to use market segmentation concepts and generate potential segmentation schemata
- To understand and apply core marketing strategy concepts like competitive advantage, synergies, positioning and branding
- The ability to work and resolve complex business issues

Assessment Tasks

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Case Study</td>
<td>30%</td>
<td>Week 4 to 10, In Class</td>
</tr>
<tr>
<td>Marketing Strategy Plan</td>
<td>20%</td>
<td>Week 11</td>
</tr>
<tr>
<td>FINAL Exam</td>
<td>50%</td>
<td>Examination period</td>
</tr>
</tbody>
</table>

Case Study
Due: **Week 4 to 10, In Class**
Weighting: **30%**

The case study has two components:

A **group presentation** (group task) worth 10% and an **individual reflection report** (individual task) worth 20%.

There will be sets of questions which students are required to address for both the presentation and report.

Note: The questions will be provided to students, by the lecturer, and posted on iLearn.

1. **The Group Presentation Component (10%)**

The group presentation component of the case study report will commence on week 4 and continues until week 10, in class.

Students will present an allocated marketing strategy topic

The topic for the first presenting group will be allocated on week 2, and thereafter posted weekly on iLearn (there will be a wide range of topics in different industries from finance to
The presentation is for 30-40 minutes followed by 15 minutes discussion.

Each member of the group must present. All presentations will be presented as a group and marked as a group effort. Each student will be awarded the group presentation mark, however peer evaluation marks will be applied to adjust the marks based on each member’s contribution.

No extensions will be granted. Students who do not attend on the day of their presentation will be awarded a mark of zero for the task, except for cases in which an application for disruption of studies is made and approved.

Scholarly work is essential for deep analysis, but professional /Industry reports/ marketing media /journalistic coverage of the case must also be included.

A copy of the presentation slides must be handed to the Lecturer before the presentation commences.

2. The Individual Reflection Report Component (20%)

At the same time the group is presenting their case study, students need to submit their individual report onto TURNITIN in iLearn. No hard copy is required.

The maximum number of words is 3,000 (this includes the Table of Contents but excludes the references and appendix). The report is to be typed and 1.5 spaced (a standard 12 point font should be used). Students are expected to maintain an appropriate standard in writing their plan. It should be checked for spelling, consistency and clarity of expression. References made in the report need to be made according to Harvard Referencing method. Three Scholarly peer reviewed articles and 3 industry reports from must be integrated throughout the report. Failure to include the 6 sources will be resulted in a 50% mark deduction.

No extensions will be granted. There will be a deduction of 10% of the total available marks made from the total awarded mark for each 24 hour period or part thereof that the submission is late (for example, 25 hours late in submission – 20% penalty). This penalty does not apply for cases in which an application for disruption of studies is made and approved. No submission will be accepted after solutions have been posted.

See iLearn for more further details.

On successful completion you will be able to:

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  Management Strategy Model, Consumer Choice Models and Social Behavioural Models
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The ability to work and resolve complex business issues

Marketing Strategy Plan

Due: **Week 11**
Weighting: **20%**

Marketing Strategy Development Plan

Group assignment (maximum team of 4 people).

**Purpose**

This assignment requires your team to apply the learning from Weeks 1-10 in the development of marketing strategy, for an actual organisation to be advised in week 1.

You may work on an organisation of your choice, but you must ensure that you have access to the information required to develop a marketing strategy. Please consult your Lecturer in the first tutorial about the appropriateness of this choice.

The context for the assignment is that your team has been asked to recommend marketing strategy that the organisation’s CEO and the marketing team should implement, to achieve corporate objectives. You will need to identify the organisation’s corporate objectives as part of the assignment. To make an appropriate recommendation, you must understand the current market and competition, and conduct segmentation and buyer behaviour analyses.

**Instructions**

Your team must be formed by self-selection and agreed with your Lecturer by the end of Week 3. The Lecturer will provide details regarding the number of people per group required, and will assist if you are unable to form a team.

You may use relevant publicly-available information (e.g. library databases, search-engine searches (e.g., Google, Baidu.) about the organisation to formulate strategy.

**Report content**

Your report should address the three issues below.

**Issue 1:**

**Organisation and environmental analysis (20% of assignment marks)**

For your chosen organisation/offering, present SWOT and 5Cs (customers, key competitors and their advantages, collaborators, context and company) analyses, to identify relevant marketing issues facing the organisation. Critique the organisation’s existing value proposition.

(By addressing this issue, you will be demonstrating that you have interpreted the data and drawn conclusions about what is good about what the marketers of the chosen organisation/offering are currently doing, and what could be done more effectively. This issue should give you some ideas about how to frame the next two issues).
Issue 2:

Developing marketing strategy (40% of assignment marks)

Based on the market analyses in Issue 1, outline potential market segments that are available to the chosen organisation. Recommend and justify:

- Identification of key segments
- Choice of target market(/s).
- A value proposition for the target market(/s).
- A positioning statement (and map) for the target market(/s).

Issue 3:

Developing marketing action plans (40% of assignment marks)

Recommend and justify a detailed marketing tactics to support the marketing strategy described in Issue 2.

- Product and service offering
- Pricing methods
- Promotional / B2C and/or B2B plans (both on and offline)
- Distribution, selling and channel selection

References made in the plan need to be made according to Harvard Referencing method. When completed upload the plan onto Turnitin on iLearn. The maximum number of words is 3000 (this includes the Table of Contents but excludes the references and appendix). The report is to be typed and 1.5 spaced (a standard 12 point font should be used). Students are expected to maintain an appropriate standard in writing their plan. It should be checked for spelling, consistency and clarity of expression. Three Scholarly peer reviewed articles and 3 industry reports from must be integrated throughout the report.

No extensions will be granted. There will be a deduction of 10% of the total available marks made from the total awarded mark for each 24 hour period or part thereof that the submission is late (for example, 25 hours late in submission – 20% penalty). This penalty does not apply for cases in which an application for disruption of studies is made and approved. No submission will be accepted after solutions have been posted.

See iLearn for more details.

On successful completion you will be able to:

- Learn how to analyse, synthesise and evaluate marketing strategies. STEPS Management Strategy Model, Consumer Choice Models and Social Behavioural Models
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segmentation schemata
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- The ability to work and resolve complex business issues

**FINAL Exam**
**Due:** Examination period
**Weighting:** 50%

Please consult the university website for exam dates.
The Lecturer will brief students on the exam closer to the date.

On successful completion you will be able to:
- Learn how to analyse, synthesise and evaluate marketing strategies. STEPS Management Strategy Model, Consumer Choice Models and Social Behavioural Models
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**Delivery and Resources**

**Required and Recommended Texts and/or Materials**

- Number and length of classes: 3 hours face-to-face teaching per week for 13 weeks, consisting of lectures and student presentations
- The timetable for classes can be found on the University web site at: [http://www.timetables.mq.edu.au/](http://www.timetables.mq.edu.au/)
- Students are expected to participate in lectures. Attendance will be taken in class.
- **Warning:** You MUST attend a minimum 11 of the 13 classes. Failure to do so will lead to a major deduction in your overall marks.
• To avoid incurring a penalty, medical certificates must be provided if you are not able to attend a class. If absence is Work-related then prior approval and notification will be required.

PLEASE NOTE Notification of Absence and/or submission of medical evidence does not guarantee acceptance for your absence.

• You are expected to arrive on time and not to leave until the class ends. You are to be in class and ready to start no later than 10 minutes from the commencement of class. The class roll will be marked weekly. If you arrive late or leave early after the roll has been marked, then a non-attendance will be recorded.

• Mobile phones must be turned OFF and not simply set to “silent”. Students whose phones make audible sounds (whether by tone or vibration). Use of mobile devises will not be required in class. There will be a planned break during class when you are able to use your Mobile phone.

• Use of Laptops (this applies to iPads, tablets and Smart Phones) is not required in class as a rule and ARE NOT BE USED. You will need to be prepared to take notes and engage in discussion. Where use of the laptop is required then it will be specified.

• Students are to complete ALL Assessment Tasks as per the requirements specified for all Assessment Tasks and fulfil ALL relevant academic requirements in regards to Assessment.

**Unit Schedule**

**Weekly Schedule**

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>TEXT Readings</th>
<th>Tutorial Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Introduction, Course Overview and assessments. Market Oriented Perspective; Strategic Challenges for a Successful Corporate, Business, and Marketing Strategies</td>
<td>Chapter 1</td>
<td>Group Formation, Case Study topic allocation Class Study: BMW p23 of the text.</td>
</tr>
<tr>
<td>2</td>
<td>Corporate Strategy Decisions and Their Marketing Implications</td>
<td>Chapter 2</td>
<td>Class Study: Air Asia p51 of the text</td>
</tr>
<tr>
<td>3</td>
<td>Business Strategies and Their Marketing Implications</td>
<td>Chapter 3</td>
<td>Case Study: The Voice p78 of the text</td>
</tr>
</tbody>
</table>
### Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](http://mq.edu.au/policy/docs/). Students should be aware of the following policies in particular with regard to Learning and Teaching:

#### Academic Honesty Policy

#### New Assessment Policy in effect from Session 2 2016

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<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
<th>Group Case Study</th>
<th>Deadlines</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>Understanding Marketing Opportunities</td>
<td>Chapter 4</td>
<td>1st Group Case Study Presentation and report due</td>
</tr>
<tr>
<td>5</td>
<td>Measuring Market Opportunities; Forecasting and Market Knowledge</td>
<td>Chapter 5</td>
<td>2nd Group Case Study Presentation and report due</td>
</tr>
<tr>
<td>6</td>
<td>Targeting Attractive Market Segments</td>
<td>Chapter 6</td>
<td>3rd Group Case Study Presentation and report due</td>
</tr>
<tr>
<td></td>
<td>MID Semester Break (2 weeks)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Differentiation and Brand Positioning</td>
<td>Chapter 7</td>
<td>4th Group Case Study Presentation and report due</td>
</tr>
<tr>
<td>8</td>
<td>Marketing Strategies for New Market Entries</td>
<td>Chapter 8</td>
<td>5th Group Case Study Presentation and report due</td>
</tr>
<tr>
<td>9</td>
<td>Strategies for Growth Markets</td>
<td>Chapter 9</td>
<td>6th Group Case Study Presentation and report due</td>
</tr>
<tr>
<td>10</td>
<td>Strategies for Mature and Declining Markets</td>
<td>Chapter 10</td>
<td>7th Group Case Study Presentation and report due</td>
</tr>
<tr>
<td>11</td>
<td>Marketing Strategies for a Digitally Networked World</td>
<td>Chapter 11</td>
<td>Marketing Development Plan is due</td>
</tr>
<tr>
<td>12</td>
<td>Organising and Planning for Effective Implementation Measuring and Delivering Marketing Performance</td>
<td>Chapter 12 and 13</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Course WRAP UP &amp; FINAL EXAM brief</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Final Examination


In addition, a number of other policies can be found in the Learning and Teaching Category of Policy Central.

### Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: [https://students.mq.edu.au/support/student_conduct/](https://students.mq.edu.au/support/student_conduct/)

### Results

Results shown in iLearn, 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.

### Student Support

Macquarie University provides a range of support services for students. For details, visit [http://students.mq.edu.au/support/](http://students.mq.edu.au/support/)

### Learning Skills

Learning Skills ([mq.edu.au/learningskills](http://mq.edu.au/learningskills)) provides academic writing resources and study strategies to improve your marks and take control of your study.

- Workshops
- StudyWise
- Academic Integrity Module for Students
- Ask a Learning Adviser

### Student Services and Support

Students with a disability are encouraged to contact the Disability Service who can provide appropriate help with any issues that arise during their studies.

### Student Enquiries

For all student enquiries, visit Student Connect at ask.mq.edu.au
Graduate Capabilities

PG - Discipline Knowledge and Skills

Our postgraduates will be able to demonstrate a significantly enhanced depth and breadth of knowledge, scholarly understanding, and specific subject content knowledge in their chosen fields.

This graduate capability is supported by:

Learning outcomes

- Learn how to analyse, synthesise and evaluate marketing strategies. STEPS Management Strategy Model, Consumer Choice Models and Social Behavioural Models
- Understand and analyse the complexities of the business environment and how these influence marketing strategy (awareness to choice to behaviour)
- Understand how to use market segmentation concepts and generate potential segmentation schemata
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- The ability to work and resolve complex business issues

Assessment tasks

- Case Study
- Marketing Strategy Plan
- FINAL Exam

PG - Critical, Analytical and Integrative Thinking

Our postgraduates will be capable of utilising and reflecting on prior knowledge and experience, of applying higher level critical thinking skills, and of integrating and synthesising learning and knowledge from a range of sources and environments. A characteristic of this form of thinking is the generation of new, professionally oriented knowledge through personal or group-based critique of practice and theory.

This graduate capability is supported by:
Learning outcomes

- Learn how to analyse, synthesise and evaluate marketing strategies. STEPS Management Strategy Model, Consumer Choice Models and Social Behavioural Models
- Understand and analyse the complexities of the business environment and how these influence marketing strategy (awareness to choice to behaviour)
- Understand how to use market segmentation concepts and generate potential segmentation schemata
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- The ability to work and resolve complex business issues

Assessment tasks

- Case Study
- Marketing Strategy Plan
- FINAL Exam

PG - Research and Problem Solving Capability

Our postgraduates will be capable of systematic enquiry; able to use research skills to create new knowledge that can be applied to real world issues, or contribute to a field of study or practice to enhance society. They will be capable of creative questioning, problem finding and problem solving.

This graduate capability is supported by:

Learning outcomes

- Learn how to analyse, synthesise and evaluate marketing strategies. STEPS Management Strategy Model, Consumer Choice Models and Social Behavioural Models
- Understand and analyse the complexities of the business environment and how these influence marketing strategy (awareness to choice to behaviour)
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Assessment tasks

- Case Study
- Marketing Strategy Plan
• FINAL Exam

Changes from Previous Offering

Changes in Semester 1 2016

Assessment changes: The simulation game has been dropped and replaced by an Marketing Strategy development report for an organisation.

Global Contexts and Sustainability

This unit prepares students for a globalised world of scientific and technological advance. In this unit, students will learn about the dynamic world of digital marketing. They will develop knowledge and understanding of the fundamentals of e-business marketing principles, which they can implement to support the strategy, desired goal and sustainable growth for both organisations and society at large.

Research and Practice

Students are expected to access current literature in relation to the Unit Assessments.

Case Studies will be supplied to students from a wide range of sources. These cases will be undertaken in class.

Research will be required from Internet Searches and also Online Journals and Reports. These will include:

• Journal of Brand Management
• Journal of Product & Brand Management
• Journal of Consumer Research
• Journal of Consumer Behavior
• Psychology & Marketing
• Journal of Retailing & Consumer Behavior
• Journal of Advertising
• Journal of Retailing
• European Journal of Marketing
• Journal of Consumer Marketing
• Consumption, Markets, and Culture
• Journal of Business Research
• International Journal of Advertising
• Journal of Marketing
• Journal of Marketing Research
• Journal of Advertising Research
• Journal of Consumer Psychology
• Journal of Marketing Communications
• Harvard Business Review
• International Journal on Media Management
• Games and Culture
• Convergence
• Communication Research
• Australian Bureau of Statistics
• Business Journal (IBIS Reports)
• Journal of Non-Profit Management
• Journal of Marketing
• Social Project Outcome Reports

Internet sites of interest

• http://www.wpp.com/wpp/marketing
• http://www.omnicomgroup.com
• http://www.interpublic.com
• http://www.publicisgroupe.com
• http://www.brandingstrategyinsider.com
• http://zenithoptimedia.com/zenith/marketers-portal
• http://www.campaignbrief.com
• http://www.mumbrella.com.au
• http://economist.com/

Also other readings are expected to include additional discussion and opinion from other texts and relevant topic readings. These are expected to be sourced as a minimum from use of the MQ library databases (e.g.: Google Scholar).