



MKTG806

Applied Marketing Strategy

S1 Evening 2018

Archive (Pre-2019) - Dept of Marketing and Management

Contents

<u>General Information</u>	2
<u>Learning Outcomes</u>	3
<u>General Assessment Information</u>	3
<u>Assessment Tasks</u>	3
<u>Delivery and Resources</u>	7
<u>Unit Schedule</u>	8
<u>Policies and Procedures</u>	10
<u>Graduate Capabilities</u>	11
<u>Changes from Previous Offering</u>	13
<u>Research and Practice, Global contexts & Sustainability</u>	13
<u>Changes since First Published</u>	15

Disclaimer

Macquarie University has taken all reasonable measures to ensure the information in this publication is accurate and up-to-date. However, the information may change or become out-dated as a result of change in University policies, procedures or rules. The University reserves the right to make changes to any information in this publication without notice. Users of this publication are advised to check the website version of this publication [or the relevant faculty or department] before acting on any information in this publication.

General Information

Unit convenor and teaching staff

Convenor/Lecturer

Abas Mirzaei

abas.mirzaei@mq.edu.au

Contact via 02 98508560

4ER (E4A), Room 639

Friday 5-6pm

Yang Yang

yang.yang@mq.edu.au

Credit points

4

Prerequisites

MKTG696

Corequisites

Co-badged status

Unit description

In today's changing marketplace, with firms facing intense competition and changing customer demand, firms need to scan the market for business opportunities. Orchestrating the right combination of strategies for expansion, extension, and diversification, as well as choosing the right business environment to compete in, are important to achieve organisational goals. This unit develops practical competencies to create and sustain superior performance in the market through marketing strategy. It focuses on two crucial issues in marketing strategy: identifying target markets and creating differential advantages. The unit equips students with practical skills to develop marketing within firms as a strategic force rather than just as an operational department. This unit takes students through the marketing strategy process, including market analysis, strategy formulation, developing competitive positioning, and strategy execution. This unit builds on marketing knowledge gained in market research, consumer behaviour, marketing communications, and marketing management to develop 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:

- 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 in groups and resolve complex business issues

General Assessment Information

Late Submissions

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 Special Consideration is made and approved. No submission will be accepted after solutions have been posted.

Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Case Study Report</u>	30%	No	Weeks 6 to 11, In Class
<u>Marketing Simulation Game</u>	20%	No	Weeks 4 to 10
<u>Unit Participation</u>	10%	No	Weekly
<u>Final Exam</u>	40%	No	Examination period

Case Study Report

Due: **Weeks 6 to 11, In Class**

Weighting: **30%**

The case study report has two components: **A group presentation** (group task) worth 15% and **an individual report** (Strategic Advantage Plan) worth 15%.

Group Presentation (15%)

After forming groups in week 2 (groups of 5 people), groups will be provided with case studies.

Students are required to present a summary of the case, and address the questions assigned to each case study.

The group presentation component of the case study report will commence on week 6 and continues until week 11, in class.

The case study topics and questions will be posted on iLearn (there will be a wide range of topics in different industries).

All groups are required to give a 30-minute presentation followed by 10 minutes class discussion.

Each member of the group **MUST** present. All presentations will be 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.

Professional /Industry reports/ marketing media / journalistic coverage of the case must also be included. At the start of the presentation, the presenting team must hand to the unit lecturer a copy of the presentation slides (each slide must include the name and student number of the student presenting it). Also presenting teams are required to upload their slides on iLearn prior to their presentation.

Individual Report: Strategic Advantage Plan (15%)

After presenting their case study, students have two weeks to submit their individual report. In other words, the individual report is due two weeks after your presentation date. For instance, those presenting in week 6 are required to submit their individual report in week 8.

Students are required to develop a strategic advantage plan, incorporating the content discussed in lectures throughout the semester.

Students need to submit a 2000-word individual report online to Turnitin.

Specific assessment tasks and marking rubric are presented on iLearn.

Late Submissions

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 Special Consideration is made and approved. No submission will be accepted after solutions have been posted.

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
- 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 in groups and resolve complex business issues

Marketing Simulation Game

Due: **Weeks 4 to 10**

Weighting: **20%**

During this unit students will engage in a marketing strategy simulation game and will have the opportunity to make a series of complex, real world marketing decisions over a simulated time period. It places students in a dynamic competitive environment in which they devise and pursue their own strategies and react to the moves of competitors.

Over four rounds, students will make marketing simulation decisions.

The simulation game is an individual assignment, and students are required to complete each round individually. It is an online cloud-based simulation game and students will be submitting their decisions online within the game.

No extensions will be granted. Students who have not submitted the task prior to the deadline will be awarded a mark of 0 for the task, except for cases in which an application for Special Consideration is made and approved.

Simulation Decision Timetable

Week

Time

Date

Decision Round #1

Week 4

5:00pm

25 March

Decision Round #2

Week 6

5:00pm

08 April

Decision Round #3

Week 8

5:00pm

06 May

Decision Round #4

Week 10

5:00pm

20 May

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
- 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 in groups and resolve complex business issues

Unit Participation

Due: **Weekly**

Weighting: **10%**

Students participation will be assessed according to levels of engagement across the following three participation streams:

Engagement in lectures:

Answering questions, asking questions, commenting on lecture materials

Engagement in class activities:

Getting involved in class activities, answering and asking questions, commenting on other groups presentations.

Engagement online on iLearn:

Students are expected to contribute to online discussions, posting interesting marketing strategy content on iLearn, and commenting on other posts.

Students participation in this unit will be assessed by the unit convenor throughout the semester.

Note: The maximum mark students can earn for each of the above three streams is 7. In other words, in order to be awarded the FULL participation mark (10 out of 10), students are required to be active in at least two streams.

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
- 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

Final Exam

Due: **Examination period**

Weighting: **40%**

The University Examination period.

The exam will be based on the content discussed throughout the semester, from lecture notes, prescribed textbook, and additional reading materials.

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
- 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

Delivery and Resources

Required and Recommended Texts and/or Materials

Walker, Gountas, Mavondo & Mullins, Marketing Strategy 3rd edition McGraw-Hill Education, Australia

- 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/>
- Students are expected to read the weekly reading material and participate in lectures, class activities and discussions. Attendance will be taken in class.
- To avoid incurring a penalty, medical certificates must be provided if you are not able to attend a class.

Inherent Requirement (i.e. Compulsory Requirement)

Unit Webpage:

<https://ilearn.mq.edu.au>

Unit Schedule

Weekly Schedule – Friday Class Dates

Week	Topic	Readings
1	Introduction, Course Overview and assessments. Market Oriented Perspective; Strategic Challenges for a Successful Corporate, Business, and Marketing Strategies	Chapter 1 Group Formation, Topic Allocation
2	Corporate Strategy Decisions and Their Marketing Implications	Chapter 2 Simulation Game Briefing
3	Business Strategies and Their Marketing Implications Group Project Overview	Chapter 3
4	Framework for Marketing Strategy Formation	Reading: Framework for Marketing Strategy Formation Simulation game: Decision Round 1 (Due: Sunday 5pm)
5	Company Positioning and Competitive Advantage	Chapter 5

6	Sustaining Competitive Advantage	Reading: Sustaining Competitive Advantage Group Case Study Presentation (Group 1) Simulation game: Decision Round 2 (Due: Sunday 5pm)
7	Differentiation: What Are Your Signature Stories?	Reading: What Are Your Signature Stories. Group Case Study Presentation (Groups 2)
Mid- Semester Break		
8	Marketing Strategies for New Market Entries	Chapter 8 Group Case Study Presentation (Groups 3) Simulation game: Decision Round 3 (Due: Sunday 5pm)
9	Marketing Strategies for Growth Markets	Chapter 9 Group Case Study Presentation (Groups 4)
10	Marketing Strategies for a Digitally Networked World	Chapter 11 Group Case Study Presentation (Groups 5) Simulation game: Decision Round 4 (Due: Sunday 5pm)
11	Marketing Strategies for Mature and Declining Markets	Chapter 10 Group Case Study Presentation (Groups 6)
12	Organising and Planning for Effective Implementation Measuring and Delivering Marketing Performance	Chapter 12 and 13 Reading: Strategy Execution
13	Course WRAP UP & FINAL EXAM Case Study	Simulation game debrief, Student evaluation.
	Final Examination	

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central \(https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central\)](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central). 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](#)
- [Grade Appeal Policy](#)
- [Complaint Management Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#) (**Note:** *The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.*)

Undergraduate students seeking more policy resources can visit the [Student Policy Gateway \(https://students.mq.edu.au/support/study/student-policy-gateway\)](https://students.mq.edu.au/support/study/student-policy-gateway). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

If you would like to see all the policies relevant to Learning and Teaching visit [Policy Central \(https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central\)](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/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/study/getting-started/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/>

Learning Skills

Learning Skills (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

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.

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
- To understand and apply core marketing strategy concepts like competitive advantage, synergies, positioning and branding
- The ability to work in groups and resolve complex business issues

Assessment tasks

- Case Study Report
- Marketing Simulation Game

- Unit Participation
- 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
- To understand and apply core marketing strategy concepts like competitive advantage, synergies, positioning and branding
- The ability to work in groups and resolve complex business issues

Assessment tasks

- Case Study Report
- Marketing Simulation Game
- Unit Participation
- 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)

- 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

Assessment tasks

- Case Study Report
- Marketing Simulation Game
- Unit Participation
- Final Exam

Changes from Previous Offering

Changes in Semester 1 2018

All assessment items remained unchanged.

Research and Practice, Global contexts & Sustainability

Research and Practice

This unit gives students the opportunity in assignments to practice applying research findings to real life marketing management and sustainable business contexts and problems in global and local settings. This unit also gives students the opportunity to conduct research.

Global contexts & Sustainability

This unit prepares students for a globalised digital world. In this unit, students will learn about the global marketing practices across a range of industries, for-profit and non-for profit. This unit will enable students to learn and develop sustainable marketing strategies for businesses to survive and grow over time.

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://www.adnews.com.au/>
- <http://adage.com/> <http://www.brw.com.au/>
- <http://economist.com/>

Changes since First Published

Date	Description
21/02/2018	Under the General information on the Unit Guide, the building name has changed from E4A to 4ER. A weblink for iLEARN was inserted under the section - Delivery & Resources. The submission method was specified for The Marketing Simulation Game Assessment task. Under the inherent requirement the condition of siting the exam was revised.