MKTG303

Marketing Strategy

S2 Day 2018

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

Contents

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General Information

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Credit points
3

Prerequisites
(MKTG202 and MKTG203 and 6cp in MKTG units at 300 level) or (admission to BMktgMedia
and MKTG202 and MKTG203 and 3cp in MKTG units at 300 level)

Corequisites
Co-badged status

Unit description
This unit introduces the methods of strategic thinking and a set of practical tools and concepts that will enable students to develop, evaluate and implement innovative marketing strategies. Throughout the unit the emphasis is on the analysis process: identifying information needs, acquiring the necessary information, interpreting it, and using it as the basis for business recommendations. Students will engage in a marketing strategy simulation game and will have the opportunity of making a series of complex, real-world marketing decisions. It places teams in a dynamic competitive environment in which they devise and pursue their own strategies and react to the moves of competitors. The unit also uses the case analysis method of teaching. Class attendance is required as the simulation and case orientation approach means the unit is activity-based, rather than lecture-based. The unit is delivered in intensive mode, with two three-hour seminars each week for the first six weeks of the session. MKTG304 also runs two three-hour seminars each week, in the last seven weeks of the session. Both units are designed to complement each other, and should ideally be taken in the same session. If taking both MKTG303 and MKTG304 in the same session, please choose the same stream for both.

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:

Demonstrate problem-identification and problem-solving skills in ambiguous marketing strategy situations.

Apply problem solving processes to design appropriate and well-considered solutions to contextualised marketing strategy cases.

Interpret, analyse, synthesise and evaluate a variety of viewpoints or interpretations of a professional marketing strategy situation and critique that information so as to decontextualise the applied problem and then solved it using marketing strategy frameworks (that is, separate the "red herrings"/"noise" from real problems so to solve the real problem).

Produce and deliver a persuasive analysis in marketing strategy discussions, both written and oral, and critically reflect on that communication.

Succeed in developing coherent marketing strategies in a competitive and group

environment.

Assessment Tasks

Name	Weighting	Hurdle	Due
Case Analysis (Prep-work)	0%	No	Weeks 2-6
Case Analysis (Participation)	40%	No	Weeks 3-6
Simulation (Group Assessment)	40%	No	Weeks 2-6, 26 Sept
Case Analysis (Full write up)	20%	No	14 & 28 Sept

Case Analysis (Prep-work)

Due: **Weeks 2-6**
Weighting: **0%**

We will analyse eight cases during the session. You will write prep-work for each case which will then be discussed in the seminar. Although there are no marks specifically assigned to the case prep-work, this work is still required and used to determine your participation mark.

Case write-ups are used to prepare students for case discussion and as a check to confirm that they read the case. If a stream's lecturer suspects that the student has not read the case (or notes that the student has not spoken during the case discussion), s/he will check whether the case write-up shows evidence of understanding the case. If it is determined that the student shows little familiarity with the case as if they had not read it, then their participation is treated as an absence without an approved special consideration. Therefore, cases are "marked" on a credit/no credit basis, with the criteria being that it shows the student has read the case. Note: At least three of the ten case write-ups will be checked during the session, so lecturers will check randomly as well.

Prior to the case seminar, you need to write up a brief (250 word) discussion of the following points:

- Analyse the one or two main issues or problems you see in the case
- Explain how you would remedy the above issues or problems

You are recommended to use those above two dot-points as headings in your write up. Bullet points are appreciated. A strong recommendation is made to look at the textbook chapters for the topic and incorporate the frameworks presented.

The 250 word length is strictly enforced. At the bottom of all case write ups, put in the word count. The lecturer/marker will stop reading prep-work case write ups at 250 words.

The purpose of the prep-work is to prepare students for oral participation during the seminar case discussion. Therefore, it does not make sense for the student to prepare a case and then not attend the associated seminar discussion. If the student does not attend the case discussion,

the associated prep-work will be ignored.

Late assessments: No extensions will be granted. Student who have not submitted the task prior to the deadline will be treated as not having read the case except for situations in which an application for special consideration is made and approved.

On successful completion you will be able to:

- Demonstrate problem-identification and problem-solving skills in ambiguous marketing strategy situations.

Case Analysis (Participation)

Due: **Weeks 3-6**
Weighting: **40%**

Cases will be discussed in seminar in the case analysis tradition. You are required to be physically present at the case discussion for all eight cases in this unit. You are also expected to participate in those discussions. You can't participate unless you are there (and case discussions never record well on Echo anyway).

All students are marked on their oral participation in the case discussions. Merely attending will not get high (or even passing) marks. Details on marking available on iLearn.

On successful completion you will be able to:

- Demonstrate problem-identification and problem-solving skills in ambiguous marketing strategy situations.
- Apply problem solving processes to design appropriate and well-considered solutions to contextualised marketing strategy cases.
- Interpret, analyse, synthesise and evaluate a variety of viewpoints or interpretations of a professional marketing strategy situation and critique that information so as to decontextualise the applied problem and then solved it using marketing strategy frameworks (that is, separate the "red herrings"/"noise" from real problems so to solve the real problem).
- Produce and deliver a persuasive analysis in marketing strategy discussions, both written and oral, and critically reflect on that communication.

Simulation (Group Assessment)

Due: **Weeks 2-6, 26 Sept**
Weighting: **40%**

Student teams will participate in a competitive computer-based simulation called "Markstrat". Each session from weeks 2 to 6, students will make decisions about how to manage the

marketing of a simulated product. They will compete against other students in the unit. Although 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 student will also report weekly on what happened in their student teams. Although these observations and weekly reports are not marked during the session, they will help frame what the student learned in their written learning self assessment.

Marks are based on two components: 1) simulation performance in the form of the Markstrat Stock Price Index (SPI) (25%) and 2) a group learning self-assessment document (75%). This assessment item is subject to peer assessment as well. Details of the simulation, write ups and marking will be provided on iLearn.

On successful completion you will be able to:
- Apply problem solving processes to design appropriate and well-considered solutions to contextualised marketing strategy cases.
- Interpret, analyse, synthesise and evaluate a variety of viewpoints or interpretations of a professional marketing strategy situation and critique that information so as to decontextualise the applied problem and then solved it using marketing strategy frameworks (that is, separate the "red herrings"/"noise" from real problems so to solve the real problem).
- Produce and deliver a persuasive analysis in marketing strategy discussions, both written and oral, and critically reflect on that communication.
- Succeed in developing coherent marketing strategies in a competitive and group environment.

Case Analysis (Full write up)

Due: **14 & 28 Sept**
Weighting: **20%**

Students will be asked to write up their analysis of two cases. The cases to be analysed will be announced at the end of week five 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.

On successful completion you will be able to:
- Demonstrate problem-identification and problem-solving skills in ambiguous marketing strategy situations.
- Apply problem solving processes to design appropriate and well-considered solutions to contextualised marketing strategy cases.

Delivery and Resources

Textbook:

Palmatier, Robert and Shrihari Sidhar (2017), *Marketing Strategy: Based on First Principles and Data Analytics*, Palgrave Macmillan Education.

Hard copy vailable at the Co-op.

The eBook ISBN is: 9781137526243 Price: AUD$84.95

https://www.vitalsource.com/en-au/products/marketing-strategy-robert-w-palmatier-v9781137526243

Cases:

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

Unit Schedule

Week	Session	Cases	Lecture	Markstrat Moves	Readings
Week 1	Session 1		Welcome and lecture Paperwork for group formation		Palmatier & Sridhar Chapter 1 (P&S 1)
	Session 2		Lecture, Strategic Frameworks Groups announced	Move 0	Materials and video, TBA
Week 2	Session 1		Introduction to Markstrat	Move 0	Materials and video, TBA
	Session 2		Lecture, Strategic Frameworks	Move 1	
Week 3	Session 1	Case 1: Brannigan Foods	Mini lecture: All Customers Are Different	Move 2	P&S 2
	Session 2	Case 2: Ford Ka (A&B)	Mini lecture continued	Move 3	
Week 4	Session 1	Case 3: BRITA	Mini lecture: All Customers Change	Move 4	P&S 3
	Session 2	Case 4: Walt Disney	Mini lecture continued	Move 5	
Week 5	Session 1	Case 5: Pedigree (A&B)	Mini lecture: All Competitors React	Move 6 & 7	P&S 4-7
	Session 2	Case 6: Stihl	Mini lecture: All Resources Are Limited	Move 8	P&S 8

Week 6	Session 1	Case 7: Ocado	Mini lecture: Integrating the Four Principles	Move 9 & 10	P&S 9
	Session 2	Case 8: L'Oreal China	Markstrat debrief		

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). 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). 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).

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

Capable of Professional and Personal Judgement and Initiative

We want our graduates to have emotional intelligence and sound interpersonal skills and to demonstrate discernment and common sense in their professional and personal judgement. They will exercise initiative as needed. They will be capable of risk assessment, and be able to handle ambiguity and complexity, enabling them to be adaptable in diverse and changing environments.

This graduate capability is supported by:

Learning outcomes

- Apply problem solving processes to design appropriate and well-considered solutions to contextualised marketing strategy cases.
- Interpret, analyse, synthesise and evaluate a variety of viewpoints or interpretations of a

professional marketing strategy situation and critique that information so as to decontextualise the applied problem and then solved it using marketing strategy frameworks (that is, separate the "red herrings"/"noise" from real problems so to solve the real problem).

• Produce and deliver a persuasive analysis in marketing strategy discussions, both written and oral, and critically reflect on that communication.

Assessment task

• Case Analysis (Participation)

Discipline Specific Knowledge and Skills

Our graduates will take with them the intellectual development, depth and breadth of knowledge, scholarly understanding, and specific subject content in their chosen fields to make them competent and confident in their subject or profession. They will be able to demonstrate, where relevant, professional technical competence and meet professional standards. They will be able to articulate the structure of knowledge of their discipline, be able to adapt discipline-specific knowledge to novel situations, and be able to contribute from their discipline to inter-disciplinary solutions to problems.

This graduate capability is supported by:

Learning outcomes

• Demonstrate problem-identification and problem-solving skills in ambiguous marketing strategy situations.

• Apply problem solving processes to design appropriate and well-considered solutions to contextualised marketing strategy cases.

• Interpret, analyse, synthesise and evaluate a variety of viewpoints or interpretations of a professional marketing strategy situation and critique that information so as to decontextualise the applied problem and then solved it using marketing strategy frameworks (that is, separate the "red herrings"/"noise" from real problems so to solve the real problem).

• Produce and deliver a persuasive analysis in marketing strategy discussions, both written and oral, and critically reflect on that communication.

Assessment tasks

• Case Analysis (Prep-work)

• Case Analysis (Participation)

• Simulation (Group Assessment)

• Case Analysis (Full write up)

Critical, Analytical and Integrative Thinking

We want our graduates to be capable of reasoning, questioning and analysing, and to integrate and synthesise learning and knowledge from a range of sources and environments; to be able to critique constraints, assumptions and limitations; to be able to think independently and systemically in relation to scholarly activity, in the workplace, and in the world. We want them to have a level of scientific and information technology literacy.

This graduate capability is supported by:

Learning outcomes

- Demonstrate problem-identification and problem-solving skills in ambiguous marketing strategy situations.
- Apply problem solving processes to design appropriate and well-considered solutions to contextualised marketing strategy cases.
- Interpret, analyse, synthesise and evaluate a variety of viewpoints or interpretations of a professional marketing strategy situation and critique that information so as to decontextualise the applied problem and then solved it using marketing strategy frameworks (that is, separate the "red herrings"/"noise" from real problems so to solve the real problem).
- Produce and deliver a persuasive analysis in marketing strategy discussions, both written and oral, and critically reflect on that communication.

Assessment tasks

- Case Analysis (Participation)
- Simulation (Group Assessment)
- Case Analysis (Full write up)

Effective Communication

We want to develop in our students the ability to communicate and convey their views in forms effective with different audiences. We want our graduates to take with them the capability to read, listen, question, gather and evaluate information resources in a variety of formats, assess, write clearly, speak effectively, and to use visual communication and communication technologies as appropriate.

This graduate capability is supported by:

Learning outcomes

- Demonstrate problem-identification and problem-solving skills in ambiguous marketing strategy situations.
- Apply problem solving processes to design appropriate and well-considered solutions to

contextualised marketing strategy cases.

- Interpret, analyse, synthesise and evaluate a variety of viewpoints or interpretations of a professional marketing strategy situation and critique that information so as to decontextualise the applied problem and then solved it using marketing strategy frameworks (that is, separate the "red herrings"/"noise" from real problems so to solve the real problem).
- Produce and deliver a persuasive analysis in marketing strategy discussions, both written and oral, and critically reflect on that communication.
- Succeed in developing coherent marketing strategies in a competitive and group environment.

Assessment tasks

- Case Analysis (Participation)
- Simulation (Group Assessment)

Changes from Previous Offering

In S1 2018 the following changes were made:

- Prep-work marking component has been reduced, but now is connected to the participation marking
- A written case analysis has been added.

In S2 2018 the follow changes were made:

- The number of case discussions have been changed to eight.
- A second written case has been added so to total 10 overall same as last year.

Census Date

Due to the delivery of this unit in intensive mode, the census dates differ to those of units offered over 13 weeks. This unit runs only weeks 1-6 of session 2.

The MKTG303 census dates are as follows:

8 August 2018 - Last date to withdraw from units without financial penalty

9 September - Last date to withdraw without academic penalty (financial penalty applies)

Global Context & Sustainability

The unit features cases based in several of Australia's main trading partners, USA, UK, France and China.

Research & Practice

This unit uses 12 articles on current thinking in strategy from Harvard Business Review, one of the premier journals in business.

Changes since First Published

Date	Description
25/09/2018	The census dates have been added.