



MKTG208

Marketing Management

S2 Day 2018

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

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General Information

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Credit points

3

Prerequisites

MKTG101

Corequisites

Co-badged status

Unit description

The aim of this unit is to introduce marketing management as a company-wide undertaking, taking a customer and market focus. The unit extends the material in MKTG101 in reference to the customer and the organisation. It will equip students with the knowledge and skills to undertake successful marketing management including: developing marketing strategies and plans; connecting with customers; building strong brands; shaping the market offerings; delivering and communicating value; capturing marketing insights; and creating successful long term growth. In addition, students will develop graduate capabilities in creativity and innovation; critical, analytical and integrative thinking and professional and personal judgement and initiative.

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:

Identify and utilise core marketing concepts including marketing philosophies, growth strategies, STP (segmentation, targeting, and positioning), and the marketing mix.

Identify and explain real-life cases in the context of their core marketing concepts.

Devise, evaluate, utilise, and deliver marketing offerings in teams.

General Assessment Information

Satisfactory completion of unit

Students are expected to complete all assessment tasks for this subject. Successful completion of this unit requires the student to achieve at least 50% in total in the assessment tasks offered.

Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Case Analysis (10 cases total)</u>	70%	No	Week 3 to Week 13
<u>Group Presentation</u>	30%	No	Week 13

Case Analysis (10 cases total)

Due: **Week 3 to Week 13**

Weighting: **70%**

You are required to be physically present at the case discussion for at least five of the ten cases in this unit. This is because the teaching method is case discussion and you are expected to participate in those discussions. You can't participate unless you are there. Your assessment is also predominately based on what you can say you learned from the case discussion (and not the case *per se*). The audio-recording equipment does not guarantee high quality recording all the time, as the microphones may not capture every student talking, due to their proximal distance with the microphones.

You will write up summaries for all the 10 cases we will discuss in lecture. Prior to the case, you need to write up a brief (maximum 250 word) discussion of the following points:

- What the brand is;
- What the product is;
- Who the customer is (target market); what their wants are;
- How the competition looks like;
- What the problem(s) is (are).

You are supposed to include all the above points in your summary to potentially receive the

maximum mark for the summary. The pre-lecture summary will be turned in online before any lecture/tutorial activities on the lecture days (i.e., 13 pm of Mondays). Late submissions are **NOT** accepted. Students who have an approved Special Consideration application will be granted consideration.

This submission would not be marked (at this stage) and is viewed as the requirement for the main submission following the lecture. This means if you fail to submit the summary, you won't receive any mark for your case submission later, if you submit the case discussion later on (i.e., you will receive a zero for the entire case submission). The lecture would first deliver core marketing concepts related to the focal cases, followed by case discussions. At the end of the case discussion, the lecturer will sum up the case and explain his motivations for using it. This includes how companies can find solutions (remedies) for the problems at hand. A strong recommendation is made to look at the textbook chapters for the topic and make yourself familiar with the concepts of the week. That would help you identify your areas of interest or weakness, as you attend lectures.

You then have until 11 pm Wednesday night (post-lecture) to turn in the complete case discussion, and this one will be marked (NB: on Turnitin, you are allowed to submit **once** only, so it is your responsibility to make sure that you submit the latest/appropriate version. Once you submit, you can't change anything). You are to include an exact copy of your summary at the first part of the document (NB: you should not change even a word. Failure to do so would result in a zero for the entire submission) and then you write an additional 250 words to address the following points:

- How do you think the company's practice (i.e., case) would relate to theory? That is, how has the focal business benefited from appropriate use of theories, or conversely, how has the focal business overlooked related theories and encountered problems? This is where you should define the problem: the discrepancies you can find between marketing concepts and practices by a company.
- What solutions do you offer the company?

As course material progresses over time, you would have more material (not in terms of length but depth) to include in your complete submissions. That said, you are supposed to highlight the concept of focus discussed in that week (e.g., price) and just pinpoint with what other concepts is the focal concept in line (e.g., production concept). The key issue here is that your main submission should be written at a relatively high level (i.e., abstract and less focused on details). Hence, you are to avoid specific details and instead focus on the overarching concepts or underlying mechanisms.

Marking rubrics for this task is available on iLearn. You are strongly suggested to read the rubric carefully, before attempting any case. In short, allotted marks for each section are as follows:

- Summary: 25%

- Relation to theory: 35%
- Remedies (i.e., solutions): 20%
- Originality: 20%

Late assessments: No extensions will be granted, except for students who have an approved Special Consideration. Late submissions are subject to 10% penalty for every 24 hours up to 72 hours. Otherwise, a zero will be applied for the submission (exceptions are only students with approved special considerations).

NB. Throughout the semester, you are required to have 5 **complete** submissions only (each constituting 14% of the entire 70% for case submissions). Submission of the pre-lecture summary is **mandatory** for **all** students and a **pre-requisite** for the complete submission: without these being submitted by the due time, any complete submission will not be marked resulting in a zero for the case submission. Each week students will be **randomly** allocated to submitting their complete work by the lecturer. That is, at the end of lectures, the lecturer will reveal the student IDs randomly selected for the case of the week, which means those selected are to complete their submissions by the due date. If you are present in that session, this will be recorded and you will then have 2 days to complete your submission on Turnitin (by 11 pm of the Wednesday following the lecture). However, students who fail to submit their case in line with the procedure explained **OR** overlook their IDs in the list will receive zero for that case. That would mean that your overall case mark would therefore be considered out of 4 cases (i.e., maximum of 56% of the total of 70%). This penalty does not apply for cases in which Special Consideration has been made and approved. As this allocation process is random, you are highly recommended to attend all lectures.

On successful completion you will be able to:

- Identify and utilise core marketing concepts including marketing philosophies, growth strategies, STP (segmentation, targeting, and positioning), and the marketing mix.
- Identify and explain real-life cases in the context of their core marketing concepts.

Group Presentation

Due: **Week 13**

Weighting: **30%**

Students will present the outcome of their tutorial work in a presentation and there is a product category assigned for the whole unit. Each week for tutorial, students will work in small groups of four working on each of the four Ps as well as other key marketing concepts and this work will culminate in a presentation for an offering in the category due in week 13 (note that there is an online submission due in week 13). These groups are supervised by the tutor.

Peer assessment will be used to adjust marks for your contribution to the group, and your attendance at tutorials will be part of that assessment. Hence, you will need to sign the role each tutorial, in case there is a disagreement on contribution of group members, you can refer to

attendance rate as one criterion. It is imperative that all members submit their peer review prior to submitting their presentations. Otherwise, the submission would not be marked. Your final mark for the group presentation is computed based on the group performance (50% of your mark) and your performance defined through peer reviews (the other 50% of your mark).

After the last tutorial, you have one week to electronically submit your presentation through Google Drive. There is a clear video instruction on how to do so on [iLearn](#). Make sure you follow the steps explained there to avoid any issues. A recorded submission would give you the opportunity to rehearse your presentation at ease and much flexibility to enhance the way you would deliver your marketing offering. You should note that your presentation should not be mainly a set of slides with voice over them. Otherwise, a penalty of 50% will be applied. Instead, members should be actively engaged in the presentation like a live presentation. You should also make good use of slides where appropriate (e.g., pricing, promotion costs etc.). You can find marking rubrics for assignment 2 on iLearn. Each presentation is assessed by 3 judges. The final mark that a group receives would be the weighted mean of marks by all 3 judges. However, the group mark would be adjusted in line with peer review results. This means that members of one group could receive different grades. For that matter, each student will find their mark on their grade book and there will not be any written feedback for assignment two.

The group must make sure the video is uploaded and submitted according to the guideline and is **publicly** accessible. For any 24 hours of delay, the entire group will suffer from 10% penalty up to 72 hours after which the submission will not be marked, resulting in a zero for all members. This also includes submissions that are not made public and therefore not accessible to the judges.

On successful completion you will be able to:

- Identify and utilise core marketing concepts including marketing philosophies, growth strategies, STP (segmentation, targeting, and positioning), and the marketing mix.
- Devise, evaluate, utilise, and deliver marketing offerings in teams.

Delivery and Resources

Cases: 10 Harvard Business School cases, available on iLearn <https://ilearn.mq.edu.au/login/MQ/>

Textbook: Philip Kotler and Kevin Lane Keller, Marketing Management, 15th Edition, published by Pearson.

Only selected chapters from the textbook will be used. A Pearson custom book version of the textbook, including only the assigned chapters, has been negotiated with publisher. The chapter numbering is supposed to be the same. If there are differences, you will be informed in the first weeks.

Technology used and required:

Access to a personal computer is required to complete tasks on iLearn.

Unit Web Page

- The web page for this unit can be found at: <https://ilearn.mq.edu.au/login/>

Timetable:

Details of teaching times and locations are available at: http://students.mq.edu.au/student_admin/timetables

Unit Schedule

Date	Topic	Case	Reading	Tutorial
30 Jul	Introduction to the unit; How to read a case; Introduction to key marketing concepts		Chapter 1 & 2	No
6 Aug	Discussion on key marketing concepts (Cont'd); Segmentation		Chapters 9 & 10	Yes
13 Aug	Segmentation (Cont'd)	Vanguard	Chapters 11 & 12	Yes
20 Aug	Product	Bang & Olufsen	Chapter 13	Yes
27 Aug	Product	Oasis of the Sea		Yes
3 Sep	Promotion	British Airways	Chapters 15 & 17	Yes
10 Sep	Promotion	US Army	Chapters 18 & 19	Yes
Mid-semester break and the Labour Day (Public Holiday)				
8 Oct	Place	Marks & Spencer	Chapter 18	Yes
15 Oct	Place	Westfield, USA		Yes
22 Oct	Price	Kingsford	Chapter 16	Yes
29 Oct	Price	J.C. Penney's		Yes
5 Nov	Using the 4Ps	Cialis		No

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

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

- Identify and utilise core marketing concepts including marketing philosophies, growth strategies, STP (segmentation, targeting, and positioning), and the marketing mix.
- Devise, evaluate, utilise, and deliver marketing offerings in teams.

Assessment task

- Group Presentation

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

- Identify and utilise core marketing concepts including marketing philosophies, growth strategies, STP (segmentation, targeting, and positioning), and the marketing mix.
- Identify and explain real-life cases in the context of their core marketing concepts.
- Devise, evaluate, utilise, and deliver marketing offerings in teams.

Assessment tasks

- Case Analysis (10 cases total)
- Group Presentation

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

- Identify and utilise core marketing concepts including marketing philosophies, growth strategies, STP (segmentation, targeting, and positioning), and the marketing mix.
- Identify and explain real-life cases in the context of their core marketing concepts.
- Devise, evaluate, utilise, and deliver marketing offerings in teams.

Assessment tasks

- Case Analysis (10 cases total)
- Group Presentation

Changes since First Published

Date	Description
02/08/2018	As I just moved to a new office, I modified the related description accordingly.