MGSM820

Marketing Management

Term 2 Online 2018

MGSM Degree Programs

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Disclaimer

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General Information

Unit convenor and teaching staff Carmel Herington carmel.herington@mgsm.edu.au
Credit points 4
Prerequisites Admission to MBA or MMgmt or PGDipMgt or GradDipMgt or PGCertMgt or GradCertMgt or MEngMgt or MSocEntre or GradCertSocEntre
Corequisites
Co-badged status
Unit description This unit enables students to apply appropriate tools, techniques and frameworks to make informed management decisions around the marketing function. This includes identifying markets and segments, understanding consumer behaviour, strategic targeting and positioning and the latest approaches to product, pricing, distribution and communications. Above all, this unit teaches students how to think about the marketing function in relation to the business as a whole, in order to create and deliver sustainable value for an organisation and its stakeholders.

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:

Critically assess if a marketing strategy is well-informed, responsible and commercially viable.

Synthesise the implications of strategic marketing decisions from a whole-of-entity perspective, across a wide spectrum of stakeholders, cultures and markets to enhance social, ethical and environmental accountability

Design a plan for a chosen market offering and market segment that demonstrates how the firm will create, promote, deliver and capture sustainable value from customers

Taking a customer centric perspective, identify sources of innovation relating to value

proposition, relationships, channels and revenue streams to enhance the sustainable value creation for the firm, stakeholders and society

Assessment Tasks

Name	Weighting	Hurdle	Due
Individual Interim Assignment	15%	No	Week 6
Interim Presentation	15%	No	Week 8
Team Marketing Plan	40%	No	8 June, 2018, 11.59pm
Online Final Examimation	30%	No	Exam Week: 11 - 16 June 2018

Individual Interim Assignment

Due: **Week 6**
Weighting: **15%**

This assessment will be available for completion in week 6 of term. It will assess the course concepts, tools and frameworks which you will have covered in the readings up to week 5 of the course. More specific details of this assessment item will be provided in ilearn.

This Assessment Task relates to the following Learning Objectives:

- Synthesise the implications of strategic marketing decisions from a whole-of-entity perspective, across a wide spectrum of stakeholders, cultures and markets to enhance social, ethical and environmental accountability.
- Taking a customer centric perspective, identify sources of innovation relating to value proposition, relationships, channels and revenue streams to enhance the sustainable value creation for the firm, stakeholders and society.

Marking Criteria will be made available in class / iLearn.

On successful completion you will be able to:

- Synthesise the implications of strategic marketing decisions from a whole-of-entity perspective, across a wide spectrum of stakeholders, cultures and markets to enhance social, ethical and environmental accountability
- Taking a customer centric perspective, identify sources of innovation relating to value proposition, relationships, channels and revenue streams to enhance the sustainable value creation for the firm, stakeholders and society

Interim Presentation

Due: **Week 8**
Weighting: **15%**

Teams (Marketing plan teams) will upload onto ilearn presentations of no longer than 7-10 minutes, highlighting (in no more than 10 Powerpoint slides) the key points from the Team Marketing Plan. This will be followed by a 3 day question and answer period, where your colleagues may ask questions or make comments in relation to you marketing plan and then you may respond. Make sure to have a coherent storyline, support your arguments with data and visualise your insights. If needed, seek guidance on effective presentations. Student teams will be marked according to the ***Team Presentation Marking Guide***, which is available via the iLearn website for this Unit. The presentation is scheduled ***before*** the submission date of the report, in order to receive valuable feedback and implement possible changes.

This Assessment Task relates to the following Learning Outcomes:

- Design a plan for a chosen market offering and market segment that demonstrates how the firm will create, promote, deliver and capture sustainable value from customers.

On successful completion you will be able to:

- Critically assess if a marketing strategy is well-informed, responsible and commercially viable.

Team Marketing Plan

Due: **8 June, 2018, 11.59pm**
Weighting: **40%**

You will be allocated to a team with other cohort members for the purpose of this project. The project requires the production of a marketing plan for a product either existing or planned. The plan should have a 12-24 month focus.

The product is your choice

It can be a good, a service, a not for profit enterprise or a cause. If the product exists, your plan should revolve around re-launching or a significant re-positioning. In other words a “business as usual” plan is not suitable. In an introductory note to the plan, you should clarify the status of the product or service such as whether it is an existing product, a fictional company etc. and indicate clearly your point of departures for the status quo.

The project will involve a series of stages including:

Defining the product/service concept

Carrying out background research/investigation

Evaluating market potential

Segmenting and selecting target markets

Determining appropriate positioning

Developing a launch plan, which includes both overall launch strategy and action plans

Making market projections and financial estimates of likely sales, market share, costs and return on investment

Preparing the Team Marketing Plan

Throughout this course, you will be assigned exercises and case studies to work on and discuss online. These exercises are designed to lead you through some of the key preparatory work for completing your Team Marketing Plan. You will also need to do additional work in relation to applying the course concepts and topics in completion of the plan.

The content of the Plan is representative of strategic marketing plans prepared commercially by internal marketing departments and consultants. As such this is an excellent opportunity for you to participate in the construction of what is likely to be a business critical document in your corporate life now, or in the future.

Formatting

In the document, you should pay close attention to acknowledging all sources of data, especially existing internal company documents, plans, market research studies etc. In particular, you should cite any references fully and in an acceptable style as noted in the Student Handbook.

The document should be presented in a professional manner, in line with what would be presented by consultants to a management board. Specifically, it is vital that your document is easy to read. As such you must use at least 11 point font and 1.5 spacing with 2.5cm margins. The actual plan should be no more than 5,000 words (excluding figures, tables and appendices).

Submission

The designated group member should submit an electronic copy into iLearn as word (.doc file). Further information will be sent via announcements.

Peer Evaluation

In allocating individual marks for the Marketing Plan, the team mark may be adjusted up or down on the basis of peer evaluations of individual contributions. The peer evaluation form is available in MGSM iLearn. **Please download from the *Peer evaluation* section of the online unit and save completed form as: Team #_Your Name.doc,** and submit an electronic copy into iLearn on or before the due date / time indicated**.**

You will not receive your final grade if you do not submit this form. All fields including **student name, student ID** and **team number** must be on the form or else it will not be accepted.

Late assignments

Late assignments will be penalised up to 10% per day unless you have successfully applied for special consideration. Applications for extensions must be made before the submission date,

and will only be granted in exceptional circumstances.

Further information about the marketing plan, including guidelines and marking guide, will be provided in MGSM iLearn.

No pre-submission assignment marking

You/your group is expected to submit your Team Marketing Plan in its final, completed form by the due date. Lecturers will **not** mark or assess any draft plans prior to actual submission of the final version.

Assessment of Individual performance will be based on the Group member contribution statement / Peer Evaluation and meeting minutes (are defined as a subset of marketing plan submission instructions) will be evaluated

Team Marketing Plan: Marking guide

Teams often ask about how much weight they should give to each section in their final report. The marking guide should provide direction on this as well as the collective effort required in each section

Section

Assessment factors

Comment

Mark

Introduction/ overview

Succinct executive summary including salient internal/external environmental factors, objectives and strategic initiatives

/5

Background

Environmental summary, correct identification of market/s from the customer perspective, integrated SWOT

/5

Objectives

Specific, measurable, attainable (given time frame of the plan), relevant and time bound.

/5

Strategic initiatives

Consumer insights on which the initiatives are based

Impact each initiative will have on the intended positioning/brand

How each initiative contributes to the objectives

Synergy across initiatives

Tactical implications for the marketing mix

/10

Controls

How/when will the performance be measured

What main assumptions underpin the plan, how will the plans change if these assumptions are incorrect?

/5

Presentation

Professional presentation, succinct but data/insight rich content, appropriate use of appendices, correct and thorough referencing

/5

Team meeting minutes x 5

Contains key information, date of meeting, attendees, topics discussed, key actions and allocated tasks, date of next meeting

/5

Total

40

Team Marketing Plan: Meeting minutes x 5 submissions – (5%)

You are expected to meet online regularly to develop your marketing plan. This may be online and/or face to face. Ensure your team submits 5 x minutes of meetings attached as an appendix to the back of your project showing evidence of your progress. Please make these meetings regular throughout the term demonstrating that your team has met regularly to progress the plan.

This Assessment Task relates to the following Learning Outcomes:

- Critically assess if a marketing strategy is well-informed, responsible and commercially viable.

- Design a plan for a chosen market offering and market segment that demonstrates how the firm will create, promote, deliver and capture sustainable value from customers.

On successful completion you will be able to:

- Design a plan for a chosen market offering and market segment that demonstrates how the firm will create, promote, deliver and capture sustainable value from customers

Online Final Examination

Due: **Exam Week: 11 - 16 June 2018**
Weighting: **30%**

Format: **Online in iLearn**

Duration: **3 hours plus 30 minutes**

Further exam details will be provided.

On successful completion you will be able to:

- Critically assess if a marketing strategy is well-informed, responsible and commercially viable.
- Synthesise the implications of strategic marketing decisions from a whole-of-entity perspective, across a wide spectrum of stakeholders, cultures and markets to enhance social, ethical and environmental accountability
- Taking a customer centric perspective, identify sources of innovation relating to value proposition, relationships, channels and revenue streams to enhance the sustainable value creation for the firm, stakeholders and society

Delivery and Resources

Required Text

The main purpose of the required textbook is to help you to understand how you should think about the marketing function in relation to the business as a whole. It should be stressed that this is not a marketing book, per se, but outlines an excellent platform for strategically managing the interaction/exchange between the company and its customers (i.e. marketing management), in practice.

It is a very good idea to skim through the whole textbook before classes begin and then go back to the weekly readings, as prescribed, for a more detailed look at the contents. You will get a better sense of how the information fits together and the way that the design thinking approach works.

Osterwalder, Alexander & Pigneur, Yves (2010) Business Model Generation, First Edition, Wiley, ISBN: 978-0470-87641-1

WHERE TO PURCHASE TEXTBOOK IF YOU WISH TO BUY?

The Coop Bookshop

The Coop Bookshop is our main retailer for textbooks and other related academic material. For information on textbook prices and online ordering, please refer to The Co-Op Bookshop webpage at http://www.coop.com.au

Wiley website

Textbook is also available for order via the publisher's online store. For information on textbook prices and online ordering, please refer to the website at http://au.wiley.com/WileyCDA/WileyTitle/productCd-0470876417.html

Disclaimer: MGSM does not take responsibility for the stock levels of required textbooks from preferred retail outlets and other book retailers. While we advise our preferred book retail outlet, The Co-op Bookshop, of our maximum expected number of students purchasing specific required text each term, The Co-op Bookshop and other book retailers will make their own judgement in regards to their physical holding stock levels. To prevent disappointment if a textbook is out-of-stock, we highly advise students to order their textbooks as early as possible, or if the required textbook is currently out-of-stock, place an order with the book retailer as soon as possible so that these book retailers can monitor demand and supply, and adjust their stock orders accordingly.

MGSM iLearn

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

Unit Schedule

Students are required to engage in preparatory assigned activities such as videos, readings and activities and actively participate in the online Group Discussion per week.

The unit will be presented over 10 weeks as follows. For a detailed overview of each Topic, see **Topics, Key concepts and resources** document on the Unit Overview page of the iLearn unit.

Week	Topic	Textbook reading	Additional compulsory readings will be posted on ilearn
1	**Introduction to Marketing**. What is Marketing? How does it impact our business? Creating sustainable value	Canvas Overview: pp 1-44 Triple Bottom Line Business Models: pp 262-265	

Week	Topic	Textbook reading	Additional compulsory readings will be posted on ilearn
2	**Market research and the marketing environment**. What is our Market? How do we find out about it?	Business Model Environment: pp 200-215 Detailed SWOT Assessment: pp 216-225	
3	**Customer behaviour** How do users and customers behave?	Customer Insights: pp 126-133	
4	**Segmentation.** Who are our customers?	Customer Segments: pp 20-21	
5	**Market Offering** What is our market offering? How do we achieve product market fit?	Value Proposition (VP): pp 22-25	
6	**Positioning and branding**. Where do we position our market offering? Now and in the future? To brand or not?	Value Proposition (VP): pp 22-25	
7	**Revenue Streams**. How do we Create Revenue for our Business?	Revenue Streams (R$): pp 30-33 Patterns: pp 56-119	
8	**Distribution channels.** What Channels do we use to create value for our customers?	Channels (CH): pp 26-27 Patterns: pp 56-125	
9	**Relationships and Integrated Marketing communications**. How do we communicate with our customers? How do we manage stakeholder relationships through all touchpoints	Customer Relationships (CR): pp 28-29	
10	**The future of marketing**		

Weekly study plan

To keep up with the learning outcomes of this unit each week ensure the assigned weekly activities outlined in iLearn are completed. Each week will follow the study cycle below:

Day	Stage	What you need to do
Sunday – Wednesday **(to prepare for Week 1 – please start your prep in Week 0)**	Preparation for Interaction	Students prepare for the Group Discussion by: 1. Watching intro video/s, engaging with the Readings|Resources materials (mandatory readings at a minimum). 2. Complete the Case analysis questions/activities. 3. Contribute to your **Team Marketing Plan.** You cannot participate fully in the group discussion if you are not prepared.
Thursday – Sunday afternoon	Asynchronous Group Discussion	Discussion topics are related to readings and case studies. To contribute, follow the instructions outlined in iLearn. Students then have around 2 days to post their answers and comment on others' posts to develop a focused interaction that teases out the issues and brings out people's relevant real-wold experiences. Note this is to create a collaborative, interactive learning environment, and as such, your lecturer will not lead this free discussion but may check it now and then and post if necessary.
Monday morning	Reflection	Your lecturer will read the groups' postings for the week. The lecturer will then synthesise the responses of all the students and share insights, post comments and address any gaps in understanding in a **closing post to this Team Discussion** forum.
Sunday – Wednesday	Preparation for Interaction	The cycle begins again by working through the content for the next topic. You may wish to start preparing for the next week's group discussion over the weekend.

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

PG - Capable of Professional and Personal Judgment and Initiative

Our postgraduates will demonstrate a high standard of discernment and common sense in their professional and personal judgment. They will have the ability to make informed choices and decisions that reflect both the nature of their professional work and their personal perspectives.

This graduate capability is supported by:

Learning outcomes

- Design a plan for a chosen market offering and market segment that demonstrates how the firm will create, promote, deliver and capture sustainable value from customers
- Taking a customer centric perspective, identify sources of innovation relating to value proposition, relationships, channels and revenue streams to enhance the sustainable value creation for the firm, stakeholders and society

Assessment tasks

- Individual Interim Assignment
- Interim Presentation
- Team Marketing Plan
- Online Final Examimation

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

- Synthesise the implications of strategic marketing decisions from a whole-of-entity perspective, across a wide spectrum of stakeholders, cultures and markets to enhance social, ethical and environmental accountability
- Design a plan for a chosen market offering and market segment that demonstrates how the firm will create, promote, deliver and capture sustainable value from customers
- Taking a customer centric perspective, identify sources of innovation relating to value proposition, relationships, channels and revenue streams to enhance the sustainable value creation for the firm, stakeholders and society

Assessment tasks

- Individual Interim Assignment
- Interim Presentation
- Team Marketing Plan
- Online Final Examimation

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

- Critically assess if a marketing strategy is well-informed, responsible and commercially viable.
- Design a plan for a chosen market offering and market segment that demonstrates how the firm will create, promote, deliver and capture sustainable value from customers

Assessment tasks

- Individual Interim Assignment
- Interim Presentation
- Online Final Examimation

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

- Critically assess if a marketing strategy is well-informed, responsible and commercially viable.
- Design a plan for a chosen market offering and market segment that demonstrates how the firm will create, promote, deliver and capture sustainable value from customers

Assessment task

- Online Final Examimation

PG - Effective Communication

Our postgraduates will be able to communicate effectively and convey their views to different social, cultural, and professional audiences. They will be able to use a variety of technologically supported media to communicate with empathy using a range of written, spoken or visual formats.

This graduate capability is supported by:

Learning outcome

- Design a plan for a chosen market offering and market segment that demonstrates how the firm will create, promote, deliver and capture sustainable value from customers

Assessment tasks

- Interim Presentation
- Team Marketing Plan
- Online Final Examimation

PG - Engaged and Responsible, Active and Ethical Citizens

Our postgraduates will be ethically aware and capable of confident transformative action in relation to their professional responsibilities and the wider community. They will have a sense of connectedness with others and country and have a sense of mutual obligation. They will be able to appreciate the impact of their professional roles for social justice and inclusion related to national and global issues

This graduate capability is supported by:

Learning outcomes

- Critically assess if a marketing strategy is well-informed, responsible and commercially viable.
- Synthesise the implications of strategic marketing decisions from a whole-of-entity perspective, across a wide spectrum of stakeholders, cultures and markets to enhance social, ethical and environmental accountability
- Taking a customer centric perspective, identify sources of innovation relating to value proposition, relationships, channels and revenue streams to enhance the sustainable value creation for the firm, stakeholders and society

Assessment tasks

- Team Marketing Plan

- Online Final Examimation

Changes from Previous Offering

None for the online unit at the moment

Alignment with MGSM's mission-driven attributes

Leadership: The unit develops skills required of leaders with respect to the synthesis of a wide array of market information in order to make well-informed and financially robust strategic decisions

Global mindset: The unit enhances the ability to assess the implications of strategic marketing decisions from a whole of entity perspective, across a wide spectrum of stakeholders

Citizenship: The unit enables learners to apply socially and environmentally responsible marketing actions, meeting the needs of customers, businesses and society now and in the future

Creating sustainable value: The unit develops skills to identify appropriate marketing activities to create, deliver and exchange sustainable value across industries and contexts

Attendance Policy (MGSM)

The interactive environment of the classroom is central to the MGSM experience. Students are required to attend the full duration of all classes for the units in which they are enrolled. We recognise that exceptional circumstances may occur, such as unavoidable travel on behalf of your organization or the serious illness or injury of you or a close family member.

Special consideration may be given for a maximum of 20% non-attendance for such circumstances as long as lecturers are contacted in advance, and supporting documentation provided, to request exemption from attendance. Failure to abide by these conditions may result in automatic withdrawal, with academic and/or financial penalty. The full Student Attendance Policy is published in the MGSM Student Handbook at https://students.mgsm.edu.au/handbook.

Content Disclaimer

These unit materials and the content of this unit are provided for educational purposes only and no decision should be made based on the material without obtaining independent professional advice relating to the particular circumstances involved.