MKTG303

Marketing Strategy

S2 Day 2019

Department of Marketing

Contents

General Information

Unit convenor and teaching staff
Unit Convenor & Lecturer
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Provided in iLearn

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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
Marketing strategy is fundamental to business success. Marketing strategy is what guides the development and delivery of the firms' value offering. Marketing strategy outlines a company's overall plan to reach, communicate with and turn people into customers. Marketing strategy contains key messages of value propositions that a company wishes to deliver to the market. In this unit students learn how to apply tools and concepts that enable marketing strategies to be developed, evaluated and implemented. The unit focuses on the analysis process: identifying information needs, acquiring the necessary information, interpreting it, and using it as the basis for business recommendations. The unit is delivered in intensive mode, with two three-hour seminars each week for the first seven weeks of the session. MKTG304 also runs two three-hour seminars each week, in the last six 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	in iLearn
Case oral communication	40%	No	in iLearn
Simulation (Group Assessment)	40%	No	in iLearn
Case Analysis (Full write up)	20%	No	in iLearn

Case Analysis (Prep-work)

Due: **in iLearn**
Weighting: **0%**

We will analyse ten 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 oral communications mark.

On successful completion you will be able to:

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

Case oral communication

Due: **in iLearn**
Weighting: **40%**

Case oral communication refers to the student's oral contributions to case analysis during the in-class case discussion. These cases will be analyzed in seminar in the case analysis tradition. You are required to be physically present at the case discussion for all ten cases in this unit. All students are also expected to orally communicate in those discussions.

On successful completion you will be able to:

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

Simulation (Group Assessment)

Due: **in iLearn**
Weighting: **40%**

Student teams will participate in a competitive computer-based simulation called "Markstrat". Each session from weeks 1 to 7, students will make decisions about how to manage the marketing of simulated products. They will compete against other students in the unit. Although limited 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. Marks are based on two components: 1) simulation performance in the form of the Markstrat Stock Price Index (SPI) (25%) and 2) a learning self-assessment document (75%).

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: **in iLearn**
Weighting: **20%**

Students will be asked to write up their analysis of one written case. The case to be analysed will be announced at the end of week six 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	Seminar 1		Welcome and lecture, start group work		Palmatier & Sridhar Chapter 1 (P&S 1)
	Seminar 2		Lecture, Strategic Frameworks, groups formed	Move 0	Materials and video, TBA
Week 2	Seminar 1		Introduction to Markstrat	Move 0	Materials and video, TBA
	Seminar 2		Lecture, Strategic Frameworks	Move 1	
Week 3	Seminar 1	Case 1: Brannigan Foods	Mini lecture: All Customers Are Different	Move 2	P&S 2
	Seminar 2	Case 2: Ford Ka (A&B)	Mini lecture continued	Move 3	
Week 4	Seminar 1	Case 3: BRITA	Mini lecture continued	Move 4	P&S 3
	Seminar 2	Case 4: AMD Fusion	Mini lecture: All Customers Change	Move 5	
Week 5	Seminar 1	Case 5: Walt Disney	Mini lecture continued	Move 6 & 7	
	Seminar 2	Case 6: Pedigree (A&B)	Mini lecture: All Competitors React	Move 7	P&S 4-7
Week 6	Seminar 1	Case 7: AccorHotels	Mini lecture continued	Move 8	
	Seminar 2	Case 8: Stihl	Mini lecture: All Resources Are Limited	Move 9	P&S 8
Week 7	Seminar 1	Case 9: Ocado	Mini lecture: Integrating the Four Principles	Move 10	P&S 9
	Seminar 2	Case 10: 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-centr

al). 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 published on platform other than eStudent, (eg. iLearn, Coursera etc.) 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 or if you are a Global MBA student contact globalmba.support@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

If you are a Global MBA student contact globalmba.support@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 oral communication

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.
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Assessment tasks

- Case Analysis (Prep-work)
- Case oral communication
- 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 oral communication
- 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 oral communication
- Simulation (Group Assessment)

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 1-7 of session 1 2019.

The MKTG303 census dates are as follows:

6 March 2019 - Last date to withdraw from units without financial penalty

20 March 2019 - 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.