

MACQUARIE
UNIVERSITY



FACULTY OF
BUSINESS AND ECONOMICS

MKTG208
Marketing Management

Semester 1, 2011

Department of Marketing and Management

**MACQUARIE UNIVERSITY
FACULTY OF BUSINESS & ECONOMICS
UNIT GUIDE**

Unit Convenor:	Dr Leanne Carter
Lecturer in Charge:	Mr. Steve Erichsen
Tutors:	Ms Linda Taylor-Burton Ms Lauren Gellatly
Prerequisites:	MKTG101 or BBA101 (NCCW BBA313)

Students should read the Unit Outline carefully at the beginning of the semester. It contains important information about the unit. If anything is unclear, please consult the unit convenor.

ABOUT THIS UNIT

MKTG208 is a 3 credit point subject. This unit extends the material learnt in MKTG101- Fundamentals of Marketing in reference to the customer and the organization. Marketing management is no longer a department within the company- it is a company-wide undertaking. Successful marketing management includes 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..

This unit focuses on formulating and implementing marketing management strategies and policies. The marketing management process is important at all levels of the organization, regardless of the title applied to the activity. Typically, it is called corporate marketing, strategic marketing, or marketing management. For our purposes they all involve essentially the same process, even though the actors and activities may differ. The course will provide you with a systematic framework for understanding marketing management and strategy.

Accordingly, the course emphasizes the following:

- Primary and changing perspectives on marketing management in the New Economy.
- The impact of interactive media on marketing management.
- Applied marketing management, domestic and global.
- An international focus in developing marketing management and strategy.

The course is intended for:

- Marketing students who wish to deepen their understanding of marketing management in a planning context.
- Non-marketing students who desire a course in marketing management with a planning orientation.

TEACHING STAFF

Convenor

Dr Leanne Carter

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Consultation Times: Mondays 12.30 to 1.30pm

And other times by appointment.

Lecturer in Charge

Mr. Steve Erichsen

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Consultation Times: after lecture or at other times by appointment

Tutors-

Ms Linda Taylor-Burton

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Consultation Times to be advised

Ms Lauren Gellatly

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Consultation Times to be advised

CLASSES

Lecture: see <http://www.timetables.mq.edu.au/>

Tutorials: see <http://www.timetables.mq.edu.au/>

REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS

Kotler, P., Keller, K.L. and Burton, S., **Marketing Management, (2009)**, Pearson Education Australia.

Additional/Recommended Reading (held in Special Reserve):

Aaker, David, (2001) *Strategic Market Management*, 6th Edition, Wiley, New York.

Keller, L.K., (2003) *Strategic Brand Management*, 2nd edition, Prentice Hall, New Jersey.

In addition to these there may be a number of journal articles added to BLACKBOARD during the semester. Material from any (or all) of these may be used for examination purposes.

Other Recommended Reading

In addition to the required textbook for this Unit and suggested readings above, you should familiarise yourself with the relevant periodical section of the library. Journals recommended for your study in marketing include:

- Journal of Marketing
- Journal of Consumer Research
- Harvard Business Review
- Journal of the Academy of Marketing Science
- Business Review Weekly
- European Journal of Marketing

Recommended Research Databases

You should also access these key research databases available for access through the library. Databases recommended for your study in marketing management include:

- Ebscohost:
 - Academic Search Elite
 - Business Source Premier
- Wiley Interscience
- Global Market Information Database
- Google Scholar (only when logged in via the Macquarie University website)
- Ulrich International Periodicals (for peer-reviewed journal checking)

UNIT WEB PAGE

This unit is supported by a web Page on BLACKBOARD. You can log into this using the following address: <https://learn.mq.edu.au/>

LEARNING OBJECTIVES AND OUTCOMES

This course is concerned with the development, evaluation, and implementation of marketing management in complex environments. The course deals primarily with an in-depth analysis of a variety of concepts, theories, facts, analytical procedures, techniques, and models. The course addresses strategic issues such as:

- What business should we be in?
- What are our long-term objectives?
- What is our sustainable marketing competitive advantage?
- Should we diversify?
- How should marketing resources be allocated?

- What marketing opportunities and threats do we face?
- What are our marketing organizational strengths and weaknesses?
- What are our marketing strategic alternatives?

Learning Outcomes:

1. To outline the scope of marketing management and recognize marketing decision-making tools and management of all of the elements of the marketing plan.
2. To apply marketing planning and decision-making skills. (We will be building upon these principles throughout this course especially those principles that you have learned in Fundamentals of Marketing).
3. To become familiar with the range of decisions implicit in strategic marketing management and planning.
4. To develop skill in using a variety of analytical frameworks for making marketing decisions.
5. To develop skill in organizing for effective strategic marketing and in implementing the market planning process.
6. Critically analyze, discuss, and evaluate the literature on marketing topics in relation to the relevant theories
7. Apply marketing techniques and theories to develop creative solutions to marketing problems
8. Demonstrate use of written and oral skills to integrate key marketing theoretic concepts and to create a coherent and theoretically rigorous argument
9. Use secondary research skills to collect, collate and integrate scholarly peer reviewed journal opinion on applied marketing topics

GRADUATE CAPABILITIES

Marketing graduates are expected to know the following 6 discipline specific knowledge and skills upon graduation. This unit contributes to this learning by helping student develop capability number 1 AND 6 below (italicised).

1. *Learn to apply marketing principles and tactics in local and global markets for organisations (for-profit or non-profit) and governments in order to achieve commercial outcomes (e.g., profit) or solve social problems (e.g., public health and environmental issues).*
2. Understand how and why consumers make decisions to purchase, use and eventually dispose of products and services resulting in a better understanding of consumerism issues in both for-profit and non-profit sectors.
3. Learn to define a problem consistent with business decisions, determine the information need, and then gather and process data to aid those decisions.
4. Learn how to structure a marketing message in order to achieve cut-through and position a brand through the creative and efficient use of various communication tools.
5. Understand the key concepts of customer acquisition, retention and development and the delivering of value to targeted segments at a profit by integrating internal processes, enabled by information technology.
6. *Learn marketing strategy models, tools and analytical techniques to aid the assessment of marketing programs in order to maximise a company's chances of achieving a sustainable competitive advantage.*

In addition to the discipline based learning objectives above, Macquarie University also seek to develop the following 8 generic capabilities in our graduates in order to address the challenges, and to be effective, engaged participants in their world.

This unit contributes to this learning by helping student develop generic skills number 1, 2, 3 and 4 below (italicised).

1. *Critical, Analytical and Integrative Thinking*
2. *Problem Solving and Research Capability*
3. *Creative and Innovative*
4. *Effective Communication*
5. Engaged and Ethical Local and Global citizens
6. Socially and Environmentally Active and Responsible
7. Capable of Professional and Personal Judgment and Initiative
8. Commitment to Continuous Learning

RELATIONSHIP BETWEEN ASSESSMENT AND LEARNING OUTCOMES

Knowledge and understanding of marketing management are assessed by a mixture of examination, assignments and presentation. Marks in this unit will be allocated on the following basis:

1) Marketing Plan & Presentation (Group Work)	30 marks
2) Individual Tutorial Tasks (Weekly)	10 marks
3) Individual Report	20 marks
4) Final Examination	<u>40 marks</u>
Total:	100 marks

Assessment Summary follows

	Marketing Plan and Presentation (30%)	Tutorial Summary Tasks (10%)	Individual Report (20%)	Final exam (40%)	Total
Description	<p>Each group will research, analyse, write and present a Marketing Plan (20%).</p> <p>Presentation is for 15 minutes, followed by 5 minutes of class questions or interactions (10%).</p>	<p>This project is made up of weekly preparation of tutorial topic questions to be considered for the group assignment (Marketing Plan) (10%).</p>	<p>Write a report on ONE of the following topics due on the date indicated for each topic. This allows you some freedom to spread your workload to suit your own diaries.</p> <p>Survey Research and Neuromarketing OR Ethnic Marketing OR Do Brands Have Finite Lives? (See document called "Marking Guide" for these criteria.)</p>	<p>The duration of the exam is 3 hour plus 10 minutes held during the exam period.</p> <p>50 multiple choice questions (20%), plus short essay questions (20%).</p>	
Due date	<p>The presentations will be held in class in sessions 12 and 13. Report is due Week 11.</p>	<p>Students are expected to be at their allocated tutorial to submit their preparation and discuss with group/class/tutor weekly.</p>	<p>Due Week 4 in BESS by 4.00pm, Wednesday, 16th March, 2011. OR Due Week 6 in BESS by 4.00pm, Wednesday, 30th March, 2011. OR Due Week 8 in BESS by 4.00pm, Wednesday, 27th April, 2011.</p>	<p>Please check the exam timetable for location and time.</p>	

	Marketing Plan and Presentation (30%)	Tutorial Summary Tasks (10%)	Individual Report (20%)	Final exam (40%)	Total
Marking criteria/standards & expectations	<p>Students are expected to (1) answer the questions set for the case study; (2) make the presentation as interesting by as possible.</p> <p>See a document called “Marking Guide” for more details.</p>	<p>Students are expected to answer the questions set for each tutorial prior to coming to class and be prepared to discuss the issues within the tutorial with group members, the class and the tutor.</p> <p>See a document called “Marking Guide” for more details.</p>	<p>The students are expected to conduct scholarly research and investigate case examples to answer set questions.</p> <p>See a document called “Marking Guide” for more details</p>	n/a	
Submission method	<p>BESS Assignment Box for Marketing Plan</p> <p>Presentation In class to tutor</p>	In class to tutor	BESS Assignment Box	n/a	
Feedback	Verbal and written feedback will be given.	Verbal feedback will be given during tutorials in consultation with the group members and the class and tutor.	Written feedback will be given 2 weeks after submission date in tutorials & lecture.	n/a	
Estimated student workload (hours)	30 hours	13 hours	20 hours	40 hours	103 hours

	Marketing Plan and Presentation (30%)	Tutorial Summary Tasks (10%)	Individual Report (20%)	Final exam (40%)	Total
Learning outcomes assessed:					
1.To outline the scope of marketing management and recognize marketing decision-making tools and management of all of the elements of the marketing plan.				20	20%
2.To apply marketing planning and decision-making skills. (We will be building upon these principles throughout this course especially those principles that you have learned in Fundamentals of Marketing).	5		5	5	15%
3.To become familiar with the range of decisions implicit in strategic marketing management and planning.	3	2		2	7%
4.To develop skill in using a variety of analytical frameworks for making marketing decisions.	3	2		3	8%
5.To develop skill in organizing for effective strategic marketing and in implementing the market planning process.	3	2		3	8%
6.Critically analyze, discuss, and evaluate the literature on marketing topics in relation to the relevant theories			10		10%

	Marketing Plan and Presentation (30%)	Tutorial Summary Tasks (10%)	Individual Report (20%)	Final exam (40%)	Total
7. Apply marketing techniques and theories to develop creative solutions to marketing problems	3				3%
8. Demonstrate use of written and oral skills to integrate key marketing theoretic concepts and to create a coherent and theoretically rigorous argument	3	2		3	8%
9. Use secondary research skills to collect, collate and integrate scholarly peer reviewed journal opinion on applied marketing topics	3				3%
Graduate capabilities assessed:					
1. Critical, Analytical and Integrative Thinking	2	1	3	3	9%
2. Problem Solving & research capability	2		2		4%
3. Creative and innovative	2	1		1	4%
4. Effective communications	1				1%
Total	30%	10%	20%	40%	100%

GRADES

Macquarie University uses the following grades in coursework units of study:

HD - High Distinction

D - Distinction

CR - Credit

P - Pass

F - Fail

Grade descriptors and other information concerning grading are contained in the Macquarie University Grading Policy which is available at:

<http://www.mq.edu.au/policy/docs/grading/policy.html>

TEACHING AND LEARNING STRATEGY

WEEK /DATE	CHAPTER READINGS	CHAPTER TOPIC	TUTORIAL ACTIVITIES
Week 1 WC 21 st Feb	Chapter 1	Defining Marketing for the 21 st Century	No tutorial in week 1
	Chapter 2	Developing Marketing Strategies and Plans	
Week 2 WC 28 th Feb	Chapter 3 Chapter 4 Chapter 5	Gathering Information and Scanning the Environment Conducting Marketing Research and Forecasting Demand Creating Customer Value, Satisfaction, and Loyalty	Group formation and begin the process of reviewing the MICROSOFT product. YOU SHOULD FORM INTO A GROUP OF 3 TO 5 STUDENTS. THERE ARE TO BE NO MORE THAN 6 GROUPS PER TUTORIAL DUE TO TIME ALLOCATED AT END OF SEMESTER FOR PRESENTATIONS. Draft a mission statement for MICROSOFT. Prepare a summary of SWOT's.
Week 3 WC 7 th March	Chapter 6	Analyzing Consumer Markets	For which sections of the plan will you need secondary data? Primary data?
	Chapter 7	Analyzing Business Markets	Recommend how Microsoft should measure total customer satisfaction.

Week 4 WC 14 th March	Chapter 8	Identifying Market Segments and Targets	<p>What cultural, social, personal, and psychological factors have the most influence on consumers buying this MICROSOFT product?</p> <p>Which environmental, interpersonal, and individual influences are likely to be most important to business buyers of this product? Why?</p>
Week 5 WC 21 st March	Chapter 9	Creating Brand Equity	<p>Which variables should MICROSOFT use to segment its consumer markets? Which variables should MICROSOFT use to segment its business markets?</p>
	Chapter 10	Crafting the Brand Positioning	
Week 6 WC 28 th March	Chapter 11	Dealing with Competition	<p>Suggest what the product features that might signify for the attributes and benefits levels of meaning. Determine what strategies and action programs should be used to build brand equity for MICROSOFT.</p> <p>Which of the differentiation variables AND positioning statement is appropriate?</p>
Week 7 4 th April	Chapter 12	Setting Product Strategy	<p>Which firm is the market leader, and what are its objectives, strengths, and weaknesses?</p> <p>Which competitive strategy?</p>
	Chapter 13	Designing and Managing Services	

**Mid Semester Break 11th
April to 26th April**

<p>Week 8 WC 25th April</p>	<p>Chapter 14</p>	<p>Developing Pricing Strategies and Programs</p>	<p>How would you define the core benefit? How would you define the augmented product? What support services? Consider what MICROSOFT'S competitors are doing in this area. What internal marketing?</p>
<p>Week 9 WC 2nd May</p>	<p>Chapter 15</p>	<p>Designing and Managing Integrated Marketing Channels</p>	<p>What should MICROSOFT'S primary pricing objective be?</p>
	<p>Chapter 16</p>	<p>Managing Retailing, Wholesaling, and Logistics</p>	
<p>Week 10 WC 9th May</p>	<p>Chapter 17</p>	<p>Designing and Managing Integrated Marketing Communications</p>	<p>Should you plan for exclusive, selective, or intensive distribution? What types of retailers will be most appropriate for distributing the</p>

	<p>Chapter 18</p> <p>Managing Mass Communications: Advertising, Sales Promotions, Events and Experiences, and Public Relations</p> <p>Chapter 19</p> <p>Managing Personal Communications: Direct and Interactive Marketing, Word of Mouth, and Personal Selling</p>	<p>product? What are advantages and disadvantages of selling through these types of retailers?</p> <p>What message design and communication channels are likely to be most effective for the target audience?</p> <p>Which promotional tools would be most effective in MICROSOFT'S promotional mix? Why?</p> <p>How should MICROSOFT decide the amount to allocate to its marketing communications budget?</p> <p>What role should e-marketing play in the launch?</p>
<p>Week 11 WC 16th May</p>	<p>Chapter 20</p> <p>Introducing New Market Offerings</p>	<p>FINAL CONSULTATION ON MARKETING PLANS <u>MARKETING PLAN REPORT DUE IN BESS AT 4.00PM ON FRIDAY 16TH MAY, 2011.</u></p>
<p>Week 12 WC 23rd May</p>	<p>Chapter 21</p> <p>Tapping into Global Markets</p>	<p><u>GROUP PRESENTATIONS (3 groups of 4 to 5 people)</u> <i>MARKETING PLAN REPORT (AND ASSOCIATED SUPPORTING MATERIALS) DUE TO MICROSOFT MONDAY 23RD MAY, 2011.</i></p>
<p>Week 13 WC 30th May</p>	<p>Review</p>	<p><u>GROUP PRESENTATIONS (3 groups of 4 to 5 people)</u></p>

EXAMINATIONS

A final examination is included as an assessment task for this unit to provide assurance that:

- i) the product belongs to the student and
- ii) the student has attained the knowledge and skills tested in the exam.

A three (3) hour final examination for this unit will be held during the University Examination period.

The University Examination period in First Half Year 2011 is from 6th June, 2011 to 24th June, 2011.

You are expected to present yourself for examination at the time and place designated in the University Examination Timetable. The timetable will be available in Draft form approximately eight weeks before the commencement of the examinations and in Final form approximately four weeks before the commencement of the examinations.

<http://www.timetables.mq.edu.au/exam>

The only exception to not sitting an examination at the designated time is because of documented illness or unavoidable disruption. In these circumstances you may wish to consider applying for Special Consideration. The University's policy on special consideration process is available at:

http://www.mq.edu.au/policy/docs/special_consideration/policy.html

If a Supplementary Examination is granted as a result of the Special Consideration process the examination will be scheduled after the conclusion of the official examination period. (Individual Faculties may wish to signal when the Faculties' Supplementary Exams are normally scheduled.)

The Macquarie university examination policy details the principles and conduct of examinations at the University. The policy is available at:

<http://www.mq.edu.au/policy/docs/examination/policy.htm>

PLAGIARISM

The University defines plagiarism in its rules: "Plagiarism involves using the work of another person and presenting it as one's own." Plagiarism is a serious breach of the University's rules and carries significant penalties. You must read the University's practices and procedures on plagiarism. These can be found in the *Handbook of Undergraduate Studies* or on the web at: <http://www.student.mq.edu.au/plagiarism/>

The policies and procedures explain what plagiarism is, how to avoid it, the procedures that will be taken in cases of suspected plagiarism, and the penalties if you are found

guilty. Penalties may include a deduction of marks, failure in the unit, and/or referral to the University Discipline Committee.

ACADEMIC HONESTY

The nature of scholarly endeavour, dependent as it is on the work of others, binds all members of the University community to abide by the principles of academic honesty. Its fundamental principle is that all staff and students act with integrity in the creation, development, application and use of ideas and information. This means that:

- all academic work claimed as original is the work of the author making the claim
- all academic collaborations are acknowledged
- academic work is not falsified in any way
- when the ideas of others are used, these ideas are acknowledged appropriately.

Further information on the academic honesty can be found in the Macquarie University Academic Honesty Policy at:

http://www.mq.edu.au/policy/docs/academic_honesty/policy.html

GRADES

Academic Senate has a set of guidelines on the distribution of grades across the range from fail to high distinction. Your final result will include one of these grades plus a standardised numerical grade (SNG).

On occasion your raw mark for a unit (i.e., the total of your marks for each assessment item) may not be the same as the SNG which you receive. Under the Senate guidelines, results may be scaled to ensure that there is a degree of comparability across the university, so that units with the same past performances of their students should achieve similar results.

It is important that you realise that the policy does not require that a minimum number of students are to be failed in any unit. In fact it does something like the opposite, in requiring examiners to explain their actions if more than 20% of students fail in a unit. The process of scaling does not change the order of marks among students. A student who receives a higher raw mark than another will also receive a higher final scaled mark.

For an explanation of the policy see:

<http://senate.mq.edu.au/rules/Guidelines2003.doc> or
<http://senate.mq.edu.au/rules/detailedguidelines.doc>

GRADING APPEALS AND FINAL EXAMINATION SCRIPT VIEWING

If, at the conclusion of the unit, you have performed below expectations, and are considering lodging an appeal of grade and/or viewing your final exam script please

refer to the following website which provides information about these processes and the cut off dates in the first instance. Please read the instructions provided concerning what constitutes a valid grounds for appeal before appealing your grade.

http://www.businessandconomics.mq.edu.au/new_and_current_students/undergraduate/how_do_i/grade_appeals

SPECIAL CONSIDERATION

The University is committed to equity and fairness in all aspects of its learning and teaching. In stating this commitment, the University recognises that there may be circumstances where a student is prevented by unavoidable disruption from performing in accordance with their ability. A special consideration policy exists to support students who experience serious and unavoidable disruption such that they do not reach their usual demonstrated performance level. The policy is available at:

http://www.mq.edu.au/policy/docs/special_consideration/procedure.html

STUDENT SUPPORT SERVICES

Macquarie University provides a range of Academic Student Support Services. Details of these services can be accessed at <http://www.student.mq.edu.au>

IT CONDITIONS OF USE

Access to all student computing facilities within the Faculty of Business and Economics is restricted to authorized coursework for approved units. Student ID cards must be displayed in the locations provided at all times.

Students are expected to act responsibly when utilizing University IT facilities. The following regulations apply to the use of computing facilities and online services:

- Accessing inappropriate web sites or downloading inappropriate material is not permitted. Material that is not related to coursework for approved unit is deemed inappropriate.
- Downloading copyright material without permission from the copyright owner is illegal, and strictly prohibited. Students detected undertaking such activities will face disciplinary action, which may result in criminal proceedings.

Non-compliance with these conditions may result in disciplinary action without further notice.

Students must use their Macquarie University email addresses to communicate with staff as it is University policy that the University issued email account is used for official University communication.