

# MACQUARIE UNIVERSITY



## MKTG 806 APPLIED MARKETING STRATEGY

### UNIT OUTLINE SEMESTER 2, 2007

Location: E5A Room 116  
When: Friday 10.00am – 1.00pm

Students in this unit should read this unit outline carefully at the start of semester. It contains important information about the unit. If anything in it is unclear, please consult one of the teaching staff in the unit.

## Macquarie University

### MKTG 806 – Applied Marketing Strategy

#### About this unit:

This subject provides students with the opportunity to apply the functional applications of marketing strategy in the broader commercial environment. Students will build on the general marketing knowledge gained in market research, consumer behaviour, marketing communications and marketing management.

#### Learning Outcomes:

The aim of the subject is to develop knowledge and skills that enable students to:

- (1) Critically analyse business environments both external to the firm and within the organisation;
- (2) Gain knowledge of the process by which organisations can develop a strategic and sustainable competitive advantage;
- (3) Assess marketing strategies from the standpoint of growth, market share, and profitability; and within the context of the market environment.
- (4) Understand marketing investment decisions and choices.

The focus is on a customer-oriented approach to the marketing organisation, market definition, and market segmentation, as well as an entrepreneurial approach to strategic choice. Throughout the course, the emphasis is on the application and analysis process: identifying information needs, acquiring the necessary information, interpreting it and using it as the basis for business recommendations.

This course will also enhance the generic skills - critical thinking, independent work, teamwork, writing skills, and problem-solving skills.

#### Successful Completion of the Unit

In order to successfully complete the Unit you must:

- Attend and participate in the weekly lectures. If you miss more than 2 lectures you will be required to explain the reason for the absence or withdraw from the Unit.
- Complete 2 Case Studies.
- Complete the Group Assignment (there are 3 criteria to fulfil).
- Complete a final exam (with a mark of 50% or better).
- **Satisfactory assignment work and attendance may be used to determine a marginal grade. Peer Assessment in the Group Assignment will determine the weighting of the overall group assignment score for each student.**

<b>Lectures: will be held on Wednesday from 6.00pm – 9.00pm in E5A Room 119</b>
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**Textbook:**

Available at the University Co-op Bookshop. You will need to purchase or have access to the title throughout the semester:

Peter, J. Paul, and Donnelly, James H., *a preface to Marketing Management*, McGraw – Hill Irwin, 2007

**Workload:**

This is a single semester (half-year) 4 credit point unit. The number of credit points that a unit is worth is determined by the number of hours that a student is expected to spend each week attending lectures, reading and preparing assignments. For a single semester unit, students are expected to spend 4 hours per credit point each week on work related to the unit. Students are strongly advised to prepare their study timetable accordingly. Successful performance in the exam requires knowledge and understanding of the content of the lectures and set readings.

**Teaching Staff:**

Lecturer: Lawrence Potter

E-mail: [lawrencep@incitemq.com.au](mailto:lawrencep@incitemq.com.au)

*Individual Consultation is available by arrangement.*

**Assessments**

All assignment tasks are compulsory. You will need to complete **three assessment tasks** and **PASS the final examination** to satisfy the course requirements.

Assessment 1 – Marketing Report	Due Date: (see timetable and Assignment Outline below)	Mark: 10%
Assessment 2 – Strategic Marketing Plan	Due Date : Week 9	Mark: 40%
<i>Assessment 2 NOTE: Please note that the Peer Assessment will determine the weighted score for this assessment. IE: if you receive a weighting of 3/5 (60%) then you will receive a 60% weighted score for the presentation and final paper.</i>		
Assessment 3 – Final Examination	Due Date : Week 13	Mark : 50%

**Attendance**

If you FAIL to attend more than 3 weeks of lectures then you will be required to withdraw from the course as this will impact on the work and contribution required for your Group work.

## 2007 Weekly Program of Lecture Topics and Readings

Week No. Lecture Date	Topic	Readings/Assignment Dates
Week 1 3 <sup>rd</sup> August	<ul style="list-style-type: none"> <li>- Overview Course Outline</li> <li>- Introduction to Strategic Marketing</li> <li>- Strategic Role of Marketing</li> </ul>	Chapters 1&2 Notes: Group 1
Week 2 10 <sup>th</sup> August	<ul style="list-style-type: none"> <li>- Strategic Planning</li> <li>- Marketing Management</li> <li>- Market Research</li> </ul>	Reading/Lecture: Chapters 1 & 2 Chapters 3, 4 & 5 Notes: Group 2
Week 3 17 <sup>th</sup> August	<ul style="list-style-type: none"> <li>- Consumer Behaviour</li> <li>- Buying Models</li> <li>- Target Marketing</li> </ul>	Reading/Lecture: Chapter 3, 4 & 5 Chapters 6 & 7 Notes: Group 3 <b>DUE: Product Case Study</b>
Week 4 24 <sup>th</sup> August	<ul style="list-style-type: none"> <li>- Product Strategy</li> <li>- New Product Planning and Development</li> <li>- <b>Case Study Review</b></li> </ul>	Reading/Lecture: Chapters 6 & 7 Chapters 8 & 9 Notes: Group 4
Week 5 31 <sup>st</sup> August	<ul style="list-style-type: none"> <li>- IMC</li> <li>- Sales Management</li> </ul>	Reading/Lecture: Chapters 8 & 9 Chapters 10 & 11 Notes: Group 5
Week 6 7 <sup>th</sup> September	<ul style="list-style-type: none"> <li>- Distribution Strategy</li> <li>- Pricing Strategy</li> </ul>	Reading/Lecture: Chapter 10 & 11
Week 7 14 <sup>th</sup> September	<ul style="list-style-type: none"> <li>- GROUP ASSIGNMENT Workshop</li> </ul>	Chapters 12 & 13 Notes: Group 6 <b>DUE: Service Case Study</b>
<b>MID SEMESTER BREAK</b>		
Week 8 5 <sup>th</sup> October	<ul style="list-style-type: none"> <li>- Services Marketing</li> <li>- Global Marketing</li> <li>- <b>Case Study Review</b></li> </ul>	Reading/Lecture: Chapter 12 & 13
Week 9 12 <sup>th</sup> October	<b>COURSE REVISION AND FINAL EXAM PREPARATION</b>	<b>DUE: Group Assignments</b> <b>DUE: Peer Assessment</b>
Week 10 19 <sup>th</sup> October	<b>GROUP ASSIGNMENT Presentations Groups 1 – 3</b>	Grp 1 Presentation/Board: Grp 6 Grp 2 Presentation/Board: Grp 5 Grp 3 Presentation/Board: Grp 4
Week 11 26 <sup>th</sup> October	<b>GROUP ASSIGNMENT Presentations Groups 4 – 6</b>	Grp 4 Presentation/Board: Grp 1 Grp 5 Presentation/Board: Grp 2 Grp 6 Presentation/Board: Grp 3
Week 12 2 <sup>nd</sup> November	<b>COURSE REVISION AND FINAL EXAM PREPARATION</b>	
Week 13 9 <sup>th</sup> November	<b>FINAL EXAMINATION (3 HOURS)</b>	

## 1. Assessment Task ONE: Marketing Report

*This is an individual exercise*

Marketing Report 1 - Visit a Supermarket (either Woolworths or Coles) and as the Product Manager for either a Dairy Farmers ([www.dairyfarmers.com.au](http://www.dairyfarmers.com.au)) or Murray Goulburn ([www.mgc.com.au](http://www.mgc.com.au)) dairy product, develop a product marketing report utilising the 4 key marketing elements.

You are to clearly demonstrate and apply a blend between theoretical knowledge and real life application, it is important to clarify what you would do, why that is appropriate, and what are the potential commercial implications of your strategy.

**In the REPORT you are to state the store, brand selected and the product chosen.**

Marketing Report 2 – As a Marketing Manager of either the Sydney Hilton ([www.hiltonsydney.com.au](http://www.hiltonsydney.com.au)), or The Westin Sydney ([www.westin.com.au](http://www.westin.com.au)) or The Park Hyatt Sydney (<http://sydney.park.hyatt.com>), develop a strategic marketing report to promote the hotel utilising the key service marketing elements.

You are to clearly demonstrate and apply a blend between theoretical knowledge and real life application, it is important to clarify what you would do, why that is appropriate, and what are the potential commercial implications of your strategy.

- Product Report: DUE Week 3 (17<sup>th</sup> August)
- Services Report: DUE Week 7 (14<sup>th</sup> September)

**PLEASE NOTE that NO LATE SUBMISSIONS will be accepted.**

**TOTAL Mark: 10% (5% per Assignment)**

*I will aim to return all assignments the following week. Assignments may be submitted via email. Email submissions are required to be submitted by midnight on the Wednesday Night. You will receive a confirmation email for your submission. If you do not bring a copy to class.*

**Email Address: [lawrencep@incitemg.com.au](mailto:lawrencep@incitemg.com.au)**

**ASSIGNMENT LIMIT: MAXIMUM 5** A4 Pages per Report. (Does not include title page)

*Please refer to WebCT for the Making/Assessment Criteria for each Report.*

## 2. Assessment Task TWO: Group Assignment – Strategic Marketing Plan

Due Date: Week 9

Mark: 40%

**ASSIGNMENT LIMIT: MAXIMUM 20 A4 Pages**

**(This excludes cover page, table of contents and appendices).**

*This is a group assignment and your final mark will be determined based on peer assessment. That is if the Group receives 15/20 (75%) for the Assignment and 8/10 (80%) for the Presentation and the Student receives a 3/5 (60%) Peer Assessment, they will receive 9 for the Assignment and 4.8 for the Presentation a total of 13.8*

*Assessment Criteria:*

- 1) Group Assignment – 30% (Due Date: Week 9)
- 2) Group Presentation – 10% (Presentation Dates: Weeks 10 and 11)
- 3) Peer Assessment (Due Date: Week 9)

### Businesses

- QANTAS
- British Airways
- Singapore Airlines
- Cathay Pacific
- Air New Zealand
- Emirates

### Guidelines for Strategic Marketing Plan

Your Group are to develop the Marketing Plan for one of the businesses assigned. In developing the Marketing Plan you are to complete the following criteria below.

Remember these are real businesses and therefore you will need to assess exactly what is happening and develop strategies that are realistic and formulated on the current and previous performance.

The group is to assume the role of Marketing Manager and demonstrate a knowledge of the market/industry, identify relevant marketing theories and develop practical marketing strategies for the business, and clearly demonstrate how those marketing theories apply.

The Group Marketing Presentation will be a Board Presentation and as such you will be evaluated on the whole groups' ability to present and answer questions in relation to your Marketing Plan. Each group will be allocated 40 minutes for their presentation time of which you will need to allow 10 minutes for questions in relation to the strategies presented.

Presentations will be held in Weeks 10 and 11.

**Marketing Plan Structure:**

1. Executive Summary.
2. Current Situation and Business Overview – an assessment as to what is currently happening. An evaluation of the internal and external environmental factors that are likely to impact on the industry and on the products and services of your organisation. The situational factors to consider may include any of the following:
  - **External environment-** Demographic, Economic, Political/Legal, Socio-cultural, Technological.
  - **Industry environment-** Market size and growth, Market Opportunity, Threat of new entrants, Power of suppliers, Power of Buyers, Product substitutes, Intensity of rivalry.
  - **Competitive environment.**
  - **Internal environment-** Organisations resources, capabilities and core competencies.
3. **Positioning Statement** – Write statements that describe how you want each market target to perceive the products or services relative to competition. State the core concept used to position the product (brand) in the eyes and mind of the targeted buyer. The positioning statement should describe: (1) What criteria or benefits the customer when buying a product along with the level of importance, (2) What we offer that differentiates our product from competition, and (3) The limitations of competitive products.
4. **Marketing Mix Strategy for each market target.**
  - Product strategy – Identify the key benefits the product offers to meet consumer needs. Other issues that may be addressed would be new product suggestions, adjustments in the mix of existing products, and product deletion candidates.
  - Price strategy – The overall pricing strategy (ie competitive, premium priced etc) should be identified along with a cost/benefit analysis if applicable. Identify what role you want price to play. What is the breakeven position based on the pricing strategy.
  - Distribution Strategy- Describe specific distribution strategies for each market target. Issues to be addressed are intensity of distribution (market coverage), how distribution will be accomplished, and assistance provided to distributors. The role of the sales force, wholesalers and distributors should also be considered.
  - Promotion Strategy – Promotion strategy is used to initiate and maintain a flow of communication between company and the target market. To assist in developing the communications program, the attributes and benefits of your product or service should be identified for each market target. How the product differs from competition (competitive advantage) should be listed. Strategies should be listed for personal selling, advertising, sales promotion, and public relations activities.

5. **Estimate of sales forecasts and budgets** – Based on the size and potential growth of the market, estimate potential sales for the product, market share and the marketing expenditure required to achieve marketing objectives over a three year period. *(These should only be estimates, based on publicly available data from such sources as ABS or industry publications).*
6. **Contingency Plans** – Indicate how your plans should be modified if events should occur that are different from those assumed in the plan.

### GROUP PRESENTATION

This is a board presentation and needs to be approached as such. You will need to consider how you present and all team members are to present throughout the session. Each Presentation goes for 40 minutes. This will be a 25 minute presentation and 15 minutes for questions.

### 3. Assessment Task THREE: FINAL Examination

The FINAL EXAM will be held on Friday 9<sup>th</sup> November 2007.

The Exam is 2.5 hours (+10 minutes reading time) and will commence at 9.00am and conclude at 11.40 am

There will be a two and half hour examination that is worth 50% of the assessment for the course. *You must obtain a pass (50% or greater) in this examination, regardless of the marks you achieve in the assignment, to pass the subject.*

All students are expected to sit for the final examination at the scheduled time.

The exam will consist of two parts:

Section 1: 5 Short Answer Questions (from the textbook). Total 50 marks.

Section 2: An Application Exercise. Total 50 marks

In the final exam you are to demonstrate a blend of theoretical understanding and practical commercial application of the theories learnt. Examples will be required in answering each question and they required from either your individual report companies or your group project company.



## General Course Notes

### Assignment Assessment Requirements

- All assignments are to be typed in a Arial Narrow 12-point font, double-spaced with 2.5-cm margins.
- Your assignments will be marked according to the following criteria:
  - Expression (spelling, syntax, grammar)
  - Description (accurate, coherent, unambiguous)
  - Argument (valid, logical, reasonable)
  - Relevance (with respect to the set topic)
  - Research (effective use of relevant literature)
- Assignments are to be submitted with the name of the subject and the assignment on the front cover. **Your name(s) and SID(s) are to be clearly identified on the front cover of each assignment.**
- Staple your assignment in the top left-hand corner. **Do not put the report in a binder or individual pages in separate plastic holders** – you will not get the binder or plastic sleeve back and they may not be marked or you may not get comments on your assignment. Make sure that your name and SID are clearly legible without opening the report.
- **INDIVIDUAL CASE STUDY ASSIGNMENTS** – Late assignments WILL NOT be accepted. You are to submit the assignment in class or via email. Emailed assignments will receive and acknowledgment of receipt. **HOWEVER** emailed assignments are to be received by Close of Business two days prior to class (IE: Wednesday 5.00pm).
- **GROUP ASSIGNMENT** – the Group Assignment is to be emailed to me in a MS Word or PDF document format. It is to be received by close of business **Wednesday 10<sup>th</sup> October 2007** (IE: 5.00pm). Any assignment received after the due date will lose 10 marks. No assignments will be accepted after the due date when the hard copy is to be submitted in class. If your group fails to achieve both tasks, you will receive a Fail grade.
- Extensions of time for the submission of assignments will be granted only in special circumstances. Applications for such extension must be made in writing to Lawrence Potter, at least three (3) days before the submission date, and must include appropriate evidence to support your application. There are two possible grounds for seeking an extension (a) illness and (b) misadventure (that is, circumstances beyond the student's control, not pressure of accumulated assignments). Late assignments will be penalised, however, this does not apply when an extension of time has been granted.
- It should be noted that under no circumstances will any late assignments be accepted for grading after examined assignments have been returned to students.

- Lost assignments: All students must keep a copy of their assignment in case the submitted copy is mislaid.
- All sources must be referenced.
- If you wish to appeal against your assignment grade, you must first contact the original marker within one week of the marked assignment being returned.
- Remember the assignment must be your own work. Plagiarism is a serious offence.

The University Examination period in the Second Half Year 2007 is from 14<sup>th</sup> November – 28<sup>th</sup> November 2007.

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. Information about unavoidable disruption and the special consideration process is available at <http://www.reg.mq.edu.au/Forms/APSCon.pdf>

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 Divisions may wish to signal when the Division's Supplementaries are normally scheduled.)

You are advised that it is Macquarie University policy not to set early examinations for individuals or groups of students. All students are expected to ensure that they are available until the end of the teaching semester, which is the final day of the official examination period.

## 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.

#### UNIVERSITY POLICY ON GRADING

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://www.mq.edu.au/senate/MQUonly/Issues/Guidelines2003.doc> or  
<http://www.mq.edu.au/senate/MQUonly/Issues/detailedguidelines.doc>.

#### 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>.

[Individual Unit Convenors may wish to add Unit/ Division specific support e.g. ERIC Room, PAL, TEPIT Centre, ELS Student Support Officers.]