



MACQUARIE  
UNIVERSITY

FACULTY OF BUSINESS AND ECONOMICS  
DEPARTMENT OF BUSINESS  
GRADUATE STUDIES OFFICE

## Applied Marketing Strategy – MKTG 806

### Unit Outline Semester 1 - 2009

*Students in this unit should read this unit outline carefully at the start of semester. It contains important information about the unit.*

Lecturer:

Lawrence Potter  
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## 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. The subject culminates in a Group Project and Presentation on an existing commercial business.

### Learning Outcomes:

The aim of the subject is to develop a commercial 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 initiatives 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; and
- (4) Develop marketing investment decisions based on marketing research, information and competition.

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, 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 an individual Marketing Journal.
- Complete a Marketing Report.
- Complete the Group Assignment.
- 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.**

- Complete a final exam (with a mark of 50% or better).

#### Textbook:

THIS IS A NEW TEXTBOOK. Available at the University Co-op Bookshop, you will need to purchase or have access to the title throughout the semester:

Aaker, David A; Mills Michael K; *Strategic Market Management Pacific Rim Edition*, Wiley & Sons Australian Edition 2005 (ISBN 0470805064)

#### 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@incitemg.com.au](mailto:lawrencep@incitemg.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 Task	Due Date	Mark
Assessment 1 – Individual Journal	Week 4	10%
Assessment 2 – Marketing Report	Week 7	15%
Assessment 3 – Group Presentation and Website Strategy	Week 10	25%
Assessment 4 – Final Examination	Week 13	50%

**LATE SUBMISSION OF ASSESSMENTS 1 – 3 WILL NOT BE ACCEPTED.**

## 2009 Weekly Program of Lecture Topics and Readings

Week No. Lecture Date	Topic	Readings/Assignment Dates
Week 1 25 <sup>th</sup> Feb	<ul style="list-style-type: none"> <li>- Overview Course Outline</li> <li>- Introduction to Strategic Marketing</li> <li>- Strategic Role of Marketing</li> </ul>	Readings: Chapters 1 -3 Individual Journal
Week 2 4 <sup>th</sup> Mar	<ul style="list-style-type: none"> <li>- Strategic Planning</li> <li>- Marketing Management</li> <li>- Market Research</li> </ul>	Readings: Chapters 4 & 5
Week 3 11 <sup>th</sup> Mar	<ul style="list-style-type: none"> <li>- Environmental Analysis</li> <li>- Customer Analysis</li> <li>- Case Study – On line Marketing</li> </ul>	Readings: Chapters 6 & 7
Week 4 18 <sup>th</sup> Mar	<ul style="list-style-type: none"> <li>- Competitor &amp; Industry Analysis</li> <li>- Market Characteristic Analysis</li> <li>- New Product Planning and Development</li> </ul>	Readings: Chapters 8 & 9 <b>Assignment 1 DUE</b>
Week 5 25 <sup>th</sup> Mar	<ul style="list-style-type: none"> <li>- Internal Analysis</li> <li>- Strategic Market Information</li> <li>- Case Study – Sales V's Marketing</li> </ul>	Readings: Chapters 10 & 11
Week 6 31 <sup>st</sup> Mar	<ul style="list-style-type: none"> <li>- Differentiation Strategies</li> <li>- Cost, Pricing Strategy</li> <li>- Financial Ratios for Non Accountants</li> </ul>	Readings: Chapters 12 & 13
Week 7 8 <sup>th</sup> Apr	<ul style="list-style-type: none"> <li>- Growing the Business</li> <li>- Group Consult Sessions</li> </ul>	<b>Assignment 2 DUE</b>
<b>MID SEMESTER BREAK</b>		
Week 8 29 <sup>th</sup> Apr	<ul style="list-style-type: none"> <li>- Week 1 – 7 Snapshot Quiz</li> <li>- Group Consult Sessions</li> </ul>	Readings: Chapters 14 & 15
Week 9 6 <sup>th</sup> May	<ul style="list-style-type: none"> <li>- Growth Strategies</li> <li>- Case Study: Product Launch</li> </ul>	
Week 10 13 <sup>th</sup> May	<b>GROUP ASSIGNMENT Presentations</b>	<b>Assignment 3 DUE</b>
Week 11 20 <sup>th</sup> May	<b>GROUP ASSIGNMENT Presentations</b>	
Week 12 27 <sup>th</sup> May	<b>COURSE REVISION AND FINAL EXAM PREPARATION</b>	
Week 13 3 <sup>rd</sup> June	<b>FINAL EXAMINATION (2.5 HOURS)</b>	

**1. Assessment Task ONE: Journal****Due Date: Week 4****Mark: 10%****Maximum – 5 Typed Pages (IE: 1 Page per Article)****ASSIGNMENT CRITERIA:**

- 1) 5 Articles are to be submitted as part of this Journal. This is to be two articles each week from current Press. Articles to be attached to the Journal
- 2) In your assessment you are to detail:
  - a. How this situation will affect the business;
  - b. Identify the Marketing Impact points (Price, Customer Perception, Reputation, PR, Image etc)
  - c. What your Recommendations are; and
  - d. Why these recommendations are relevant.

*Assessment will be based on your ability to demonstrate a line of thought in regards to cause and effect and rationale as to what and why certain actions will be more appropriate than others.*

**2. Assessment Task TWO: Strategic Marketing Report.****Due Date: Week 7****Mark: 15%**

You are to prepare a Strategic Marketing Report on one (1) of the Products listed below and from research into the product and product category including marketing research and review of the company website and available information. You are to comment on (citing research gathered) and make recommendations in relation to developing a new positioning strategy for the product.

**ASSIGNMENT CRITERIA:**

- 1) You are to demonstrate a high degree of research and analysis.
- 2) Your recommendations need to be based on commercial criteria and cover ALL aspects of Marketing.

**REPORT**

The Report is to be a maximum of 10 A4 typed pages.

Product	Category
Mountain Dew	Beverages – Non Cola
Pump Water	Beverages – Water Still
Waterfords	Beverages – Water Mineral
Cottees	Beverage - Cordial

*Assessment will be based on your ability to demonstrate learning s from your research in the market and via online sources. In developing the report you are to show an*

*understanding of the market, competition, distribution channel and end customer. You are to support your recommendation utilising appropriate marketing models (for example SWOT Analysis, BCG Growth Matrix, GAP Analysis etc). The models used must be relevant to your report.*

### 3. Assessment Task THREE: Website Marketing Report and Presentation.

Report Due Date: Week 10

Presentations: Weeks 10 and 11

Mark: 40% (subject to Peer Assessment)

ASSIGNMENT LIMIT: MAXIMUM 20 Pages - excludes cover page, table of contents and appendices.

*This is a group assignment and your final mark will be determined based on peer assessment. A formalised assessment sheet will be provided to be completed and this will include a rating and commentary on a set of evaluation criteria.*

Assessment Criteria:

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

#### Guidelines for Strategic Marketing Plan

Your Group are to undertake an assessment of the current marketing efforts and the develop a Website Marketing Report for a selected Company. Your group will be assigned a Market/Industry Sector from the list below:

- Fashion
- Finance
- Hotel and Hospitality
- Sport and Recreation
- Food and Beverage
- Tourism
- Automotive

- You are to select a company in the assigned Industry and undertake an assessment of their website and review the competitions website.
- Make a series of recommendations in relation to improving the performance and online marketing strategy for the company.
- Balance the e-marketing strategy in relation to overall marketing effort.
- You are to prepare a relevant e-Marketing Action Plan for 2009/10.

- 1. 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.*
- 2. The group is to assume the role of Marketing Manager and demonstrate 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.*

## GROUP PRESENTATION

The Group Presentation will be to a Company Launch Presentation of the New Website 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.

## 4. Assessment Task FOUR: FINAL Examination

The FINAL EXAM will be held on Wednesday 3<sup>rd</sup> June 2009.

Marks: 50% of Total Course

The Exam is 2.5 hours (+10 minutes reading time) and will commence at 10.00am and conclude at 12.40pm.

All students are expected to sit for the final examination at the scheduled time. **You must obtain a pass (50% or greater) in this examination, regardless of the marks you achieve in the assignment, to pass the subject.**

### EXAM: 5 Short Answer Questions

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 12-point font, with appropriate spacing and margins. As reports are being requested you may use either PORTRAIT or LANDSCAPE formats.
- 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.**
- INDIVIDUAL JOURNAL – late journals **WILL NOT** be accepted. Journals are to be submitted in person in class on the due date.
- GROUP ASSIGNMENT – the Group Assignment is to be emailed to me in a MS Word on the Monday prior to the due date with a printed bound copy submitted in class. Late assignments will not be accepted.
- 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 First Half Year 2009 is from 1<sup>st</sup> June - 26<sup>th</sup> June 2009.

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 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

Include the following statements:

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 Postgraduate 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.

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.

#### Grade definitions

HD	High Distinction 85-100%	<i>Denotes performance which meets all unit objectives in such an exceptional way and with such marked excellence that it deserves the highest level of recognition.</i>
D	Distinction 75-84%	<i>Denotes performance which clearly deserves a very high level of recognition as an excellent achievement in the unit.</i>
Cr	Credit 65-74%	<i>Denotes performance which is substantially better than would normally be expected of competent students in the unit.</i>
P	Pass 50-64%	<i>Denotes performance which satisfies unit objectives.</i>
PC	Pass Conceded 45-49%	<i>Denotes performance which meets unit objectives only marginally.</i>
F	Fail 0-44%	<i>Denotes that a candidate has failed to complete a unit satisfactorily.</i>
FA	Fail Absent 0-44%	<i>Denotes that a candidate has failed to complete a unit satisfactorily and was absent from a compulsory final examination</i>
W	Withdrawn	<i>No grade as student withdrew with permission prior to final examination</i>
I	Incomplete	<i>Grade yet to be determined as all assessment tasks have not yet been completed</i>
IS	Incomplete Supplementary	<i>Supplementary examination approved and yet to be completed</i>