

MACQUARIE
UNIVERSITY



FACULTY OF
BUSINESS AND ECONOMICS

MKTG 806
Applied Marketing Strategy

Semester 2, 2010

DEPARTMENT OF BUSINESS
GRADUATE STUDIES OFFICE

**MACQUARIE UNIVERSITY
FACULTY OF BUSINESS AND ECONOMICS
UNIT OUTLINE**

Year and Semester: Semester 2; 2010

Unit convenor: Lawrence Potter (lawrencep@incitemg.com.au)

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.

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.

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

CONSULTATION TIMES

Individual Consultation is available by arrangement.

Students experiencing significant difficulties with any topic in the unit must seek assistance immediately.

CLASSES

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 the BRIC Market Entry Report.
- Complete a Mid-Course Exam.
- **Peer Assessment in the Group Assignment will determine the weighting of the overall group assignment score for each student.**

REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS

Title: Strategic Marketing Problems Cases and Comments 12th Edition International Edition (2010)

Authors: Roger A Kerin and Robert A Peterson, Pearson

Printer: Pearson

UNIT WEB PAGE

- Course material is available on the learning management system (BlackBoard)

<http://learn.mq.edu.au/webct>

LEARNING OUTCOMES

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

- (1) Critically analyse business marketing environments both external to the organisation and within the company;
- (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, positioning 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.

TEACHING AND LEARNING STRATEGY

S2 2010 WEEKLY PROGRAM OF LECTURE TOPICS AND READINGS

WEEK NO. & DATE	TOPIC	READINGS/ ASSIGNMENT DATES
Wk 1 6 th August	Overview Course Outline - Introduction to Applied Marketing Strategy and the role of Marketing	Readings: Chapters 1 & 2
Wk 2 13 th August	Strategic Marketing Management - Foundations - Financial Aspects - Strategy	Readings: Chapter 3 Chapter 4: pp.65-77 Chapter 5: pp.139-155
Wk 3 20 th August	Decision Making, Market Analysis, Brand Management	DUE: JOURNAL
Wk 4 27 th August	MI Application Workshop Ramak Salamat – CEO iTel Marketing	
Wk 5 3 rd September	MI Application Workshop Presentation Ramak Salamat – CEO iTel Marketing	Readings: Chapter 6: pp.289-301
Wk 6 10 th September	CONSULT SESSION for Group Project IMC Strategy and Management	Readings: Chapter 7: pp.367-379
Wk 7 17 th September	BRIC Market Session Channel Strategy and Management	DUE: KELLOGGS
Wk 8 8 th October	Examination – Mid Course Exam (2 hours)	
Wk 9 15 th October	BRIC Review Session Results Review	Readings: Chapter 8: pp.439-449 Chapter 9: pp.537-547
Wk 10 22 nd October	CONSULT SESSION for Group Project Pricing Strategy & Management The Control Process	Readings: Chapter 10: pp.601-610
Wk 11 29 th October	Global Marketing Strategy 21 st Century Marketing	
Wk 12 5 th November	GROUP ASSIGNMENT Presentations	DUE: GRP Assignment
Wk 13 12 th November	GROUP ASSIGNMENT Presentations	DUE: BRIC Assignment

ALL ASSIGNMENT TASKS ARE COMPULSORY. YOU WILL NEED TO COMPLETE ALL FIVE ASSESSMENT TASKS TO SATISFY THE COURSE REQUIREMENTS

LATE SUBMISSION OF ASSESSMENTS WILL NOT BE ACCEPTED. HARD COPY ONLY OF ASSIGNMENTS WILL BE ACCEPTED UNLESS PRE ARRANGED DUE TO WORK COMMITMENTS.

RELATIONSHIP BETWEEN ASSESSMENT AND LEARNING OUTCOMES

All assignment tasks are compulsory. You will need to complete **ALL SIX Assessment tasks** to satisfy the course requirements.

Assessment Task	Due Date	Mark
Assessment 1 – Marketing Journal (Individual)	Week 3	5%
Assessment 2 – Group MI Workshop Presentation	Week 5	5%
Assessment 3 – Marketing Evaluation (Individual)	Week 7	10%
Assessment 4 – Mid Course Exam	Week 8	20%
Assessment 5 – Group Presentation and Marketing Plan	Week 12	30%
Assessment 6 – BRIC Marketing Strategy (Individual)	Week 13	30%

ASSESSMENT TASK ONE: JOURNAL (INDIVIDUAL)

Due Date: Week 3

Mark: 5%

Paper Length Maximum – 4 Typed A4 Pages (IE: 1 Page per Article)

ASSIGNMENT CRITERIA:

- 1) 4 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.

ALL REPORTS are to be submitted in class and NO EMAIL submissions will be accepted unless pre-arranged and agreed due to work commitments.

ASSESSMENT TASK THREE: MARKETING EVALUATION (INDIVIDUAL)

Due Date: Week 7

Mark: 10%

Paper Length Maximum – 6 Typed A4 Pages

Visit a Supermarket (either Woolworths or Coles) and as the Marketing Manager for either a Kellogg's (www.kelloggs.com.au) you are to develop a product marketing report evaluating the current marketing program in relation to Kellogg cereals.

In the REPORT you are to state the store visited and Kelloggs Cereal product chosen.

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.

It is to cover the following aspects of applied marketing strategy:

- Identify the target market segments and stakeholders;
- Detail and evaluate the role that the key marketing elements of Price, Place, and Promotion play in the products positioning and offer to the market;
- Make three (3) strategic marketing recommendations on improving the marketing effort; and
- WHAT you think the impact may be and whether this is relevant?

ALL REPORTS are to be submitted in class and NO EMAIL submissions will be accepted unless pre-arranged and agreed due to work commitments.

ASSESSMENT TASK FIVE: MARKETING PLAN AND PRESENTATION.(GROUP)

REPORT DUE DATE: Week 12

GROUP PRESENTATIONS: Weeks 12 and 13

MARK: 30% (subject to Peer Assessment)

ASSIGNMENT LIMIT: MAXIMUM 15 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. 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 Weightings:

- 1) Group Report – 80% (Due Date: Week 11)
- 2) Group Presentation – 20% (Presentation Dates: Weeks 12 and 13)

Guidelines for Strategic Marketing Plan

- 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.

1. Remember this is to be a real business 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.

The Group Presentation will be to 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.

MARKETING PLAN STRUCTURE: THIS IS A GUIDE ONLY

You are to develop your own Marketing Plan for the allocated Airline this is to reflect the current state of the business and therefore will need to be customised by the group.

As a guide (ONLY) the Plan could cover the following sections. You will need to work through which aspects are the most important to your plan and concentrate on those areas that are relevant:

1. Executive Summary – a summary of your findings and recommendations.

2. **Current Situation and Market 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** – What does your business stand for what are the marketing initiatives that you will undertake to gain business. What services will you offer, what facilities are required, is space and issue? This will include identifying your key market target and defining how you want them to perceive your 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. **Develop projected Customer acquisition targets and a marketing budget –** 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).**

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 30 minute presentation and 10 minutes for questions.

ASSESSMENT TASK SIX: BRIC MARKETING PLAN AND MARKET ENTRY STRATEGY (INDIVIDUAL)

Report Due Date: Week 13
Mark: 30%

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

You are to select a unique Australian Product (from the Market Segments listed below) and develop a Marketing Plan and Market Entry Strategy for that product to enter a BRIC market.

- Food Stuffs (Perishable, Beverage, Cereal, Packaged Foods)
 - Fashion
 - Technology (ICT)
- 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 Marketing Entry Program for 2011.
 - ***Remember these are to be real business 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.***
 - ***You are 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.***

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

Please refer to relevant Bachelor Degree rule in the Handbook of Undergraduate Studies.

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.businessandeconomics.mq.edu.au/for/new_and_current_students/undergraduate/admin_central/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 authorised coursework for approved units. Student ID cards must be displayed in the locations provided at all times.

Students are expected to act responsibly when utilising 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.