

MACQUARIE  
UNIVERSITY



FACULTY OF  
BUSINESS AND ECONOMICS

MKTG 806  
Applied Marketing Strategy

Semester 2, 2011

DEPARTMENT OF  
MARKETING & MANAGEMENT

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

**Year and Semester: Semester 2; 2011**

**Unit convenor: Lawrence Potter ([lawrencep@incitemg.com.au](mailto: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](mailto: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 WRAP and Report.
- Complete the individual BRIC Market Entry Report.
- Complete the Group Assignment and Presentation- Digital/Social Media Marketing Assessment.
- Complete a FINAL 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

As this course will consider current market issues there is no prescribed textbook.

However students are expected to maintain a regular interest in the current media in relation to marketing issues. This is to be sourced from the internet, television programs, and general readings. A weekly discussion and presentation will be delivered by each group with notes supplied.

Where specific readings are required these will be supplied via Blackboard and the student is expected to download and review as instructed.

## 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

Assessment Task	Due Date	Mark
<b>Assessment 1</b> – CURRENT Marketing WRAP Report (individual)	<b>Weeks 5</b>	<b>10%</b>
<b>Assessment 2</b> – Group Presentation and Marketing Plan	<b>Week 10</b>	<b>30%</b>
<b>Assessment 3</b> – BRIC Marketing Strategy (Individual)	<b>Week 13</b>	<b>25%</b>
<b>Assessment 4</b> – FINAL Exam	<b>TBA</b>	<b>35%</b>

**ALL ASSESSMENT TASKS ARE COMPULSORY. YOU WILL NEED TO COMPLETE ALL FOUR 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 WITH THE LECTURER.**

## S2 2011 WEEKLY PROGRAM OF LECTURE TOPICS AND READINGS

<b>WEEK NO. &amp; DATE</b>	<b>TOPIC</b>	<b>READINGS/ ASSIGNMENT DATES</b>
Wk 1 Friday 5 <sup>th</sup> Aug	<b>Overview Course Outline</b> Marketing Basics	
Wk 2 Friday 12 <sup>th</sup> Aug	<b>Strategic Marketing Management Foundations and Strategy, Decision Making, Market Analysis, Brand Management Pricing Strategy &amp; Management.</b>	
Wk 3 Friday 19 <sup>th</sup> Aug	<b>Market Intelligence Workshop: Intelligence: BI and CI Knowledge: KM MI the 3D Thinking</b>	
Wk 4 Friday 26 <sup>th</sup> Aug	<b>Current Marketing WRAP 1 &amp; 2 BRIC Market Workshop Channel Strategy and Management Global Marketing Strategy</b>	
Wk 5 Friday 2 <sup>nd</sup> Sept	<b>Current Marketing WRAP 3 &amp; 4 GROUP PROJECT – Huggalugs Workshop Session</b>	<b>ASSESSMENT 1: Marketing WRAP &amp; Report (individual)</b>
Wk 6 Friday 9 <sup>th</sup> Sept	<b>Current Marketing WRAP 5 &amp; 6 Channel Strategy and Management Global Marketing Strategy 21<sup>st</sup> Century Marketing</b>	
Wk 7 Friday 16 <sup>th</sup> Sept	<b>Current Marketing WRAP 7 &amp; 8 CONSULT SESSION for Group Projects from 9am.</b>	
Wk 8 Friday 7 <sup>th</sup> Oct	<b>REVIEW Workshop: Group Project BRIC Report Social Media Session Introduction</b>	
Wk 9 Friday 14 <sup>th</sup> Oct	<b>Social Media Workshop: Guest Lecture (2 hours)</b>	
Wk 10 Friday 21 <sup>st</sup> Oct	<b>GROUP ASSIGNMENT Presentations</b>	<b>ASSESSMENT 2: Group Marketing Report</b>
Wk 11 Friday 28 <sup>th</sup> Oct	<b>GROUP ASSIGNMENT Presentations</b>	
Wk 12 Friday 4 <sup>th</sup> Nov	<b>GROUP ASSIGNMENT Presentations</b>	
Wk 13 Friday 11 <sup>th</sup> Nov	<b>EXAM REVIEW Workshop KLA's and Case Study.</b>	<b>ASSESSMENT 3: BRIC Report</b>
Exam Period 14 <sup>th</sup> Nov – 2 <sup>nd</sup> Dec	<b>ASSESSMENT 4: FINAL EXAM Date to be Confirmed.</b>	

## **ASSESSMENT TASK ONE: MARKETING WRAP & REPORT (INDIVIDUAL)**

**Due Date: Week 4**

**Mark: 10%**

**Paper Length Maximum – 5 Typed A4 Pages (IE: 1 Page per Article)**

Choose one of the following:

- Queensland Tourism; OR
- New Zealand Tourism

Given the recent Natural Disasters that both these regions have encountered over the past several months, as the Marketing Manager for the selected Tourism Authority you are to develop a brand marketing strategy using social media to increase tourism into the region.

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 social marketing elements play in the positioning and offer to the market;
- Develop three (3) strategic marketing recommendations on improving the social 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 prior commitments.**

## **ASSESSMENT TASK TWO: HUGGALUGS MARKETING PLAN AND PRESENTATION.(GROUP)**

**REPORT DUE DATE:** Week 10  
**GROUP PRESENTATIONS:** Weeks 10-12  
**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 10)**
- 2) Group Presentation – 20% **(Presentation Dates: Weeks 10 - 12)**

Your Group is to develop the Marketing Plan for Huggalugs. 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.

### **ESSENTIAL Aspects of the Marketing Report**

1. Social Media Strategy: Evaluate the current strategy and develop a social media strategy and calendar for the ensuing 12 month period (Jan – Dec 2012).
2. Domestic Market Expansion Program: develop a domestic market strategy targeting key distribution channels (retail stores, department stores, party plan etc), promotional opportunities (trade fairs, advertising etc), and awareness program.
3. Export Market Development Program: develop a market entry program for either:
  - a. The US Market: whilst existing how can the market be developed; **OR**
  - b. The UK Market: covering England, Scotland, Wales and Ireland; **OR**
  - c. The European Market: in particular looking at the key markets of France, Germany, Italy, and Russia; **OR**
  - d. The Scandinavian Market: covering Finland, Norway, Denmark and Sweden.

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 30 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 Huggalugs 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.
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.



## **ASSESSMENT TASK THREE: BRIC MARKETING PLAN AND MARKET ENTRY STRATEGY (INDIVIDUAL)**

**Report Due Date: Week 13**

**Mark: 25%**

**ASSIGNMENT LIMIT: MAXIMUM 12 Pages - excludes cover page, table of contents and appendices.**

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

- Food & Beverage (Perishable, Beverages, Wine, Beer, Cereals, Packaged Foods)
  - Fashion (Apparel, Accessories) – Must be manufactured in AUSTRALIA
  - Health & Beauty (Shampoo/Conditioner, face creams, vitamins, etc)
- 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 2012 Calendar Year.

## **Assessment Task FOUR: FINAL Examination**

**Marks: 35% of Total Course**

**The Exam is 2 hours (+10 minutes reading time) and the date and time are to be confirmed.**

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: Marketing Assessment Report**

#### **Case Study – Airlines**

You are to answer a series of questions and develop a Marketing Assessment Report in relation to a nominated Airline. There will be available a series of documents for you to review in relation to completing the Exam.

## **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](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.businessandconomics.mq.edu.au/for/new\\_and\\_current\\_students/undergraduate/admin\\_central/grade\\_appeals](http://www.businessandconomics.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](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.