

THE UNIVERSITY OF
NEW SOUTH WALES



Faculty of Commerce and Economics
School of Marketing

MARK3082
STRATEGIC MARKETING MANAGEMENT

COURSE OUTLINE
SESSION 2, 2006

1. COURSE STAFF

Dr Jack Cadeaux (lecturer)

Linda Robinson (tutor)

Contact details:

Room: JG 319

JG 252

Phone: 9385 1436

9385 3378

Fax: 9663 1985

9663 1985

e-mail: j.cadeaux@unsw.edu.au

z3060595@student.unsw.edu.au

Consultation Times: Tuesday & Wednesday 1pm – 2pm
Wednesday 2pm-3pm

1.1 Communication with Staff and WebCT

Students can communicate with lecturers and tutors during their classes or during the advised consultation times specified above or by appointment. All lecture notes will be provided by Webct as defined below.

This course will have a WebCT site. You can access this at: <http://vista.elearning.unsw.edu.au>
WebCT is a critical resource for the course and will be used as follows:

- All lecture notes, in the form of PowerPoint Presentation files and PDF Note files, will be posted under the 'Lectures' icon 24 hours before the actual lecture (no hard copies of the notes will be distributed at lectures);
- For any course announcements that will be made. Please check regularly
- Links to web sites as posted

Note as a means of communicating with the lecturer/tutor regular email should be used and not WebCT.

2. INFORMATION ABOUT THE COURSE

2.1 Teaching times and Locations

Lecture Details

Tuesday 3pm – 5pm
Webster B (F. Hall B)

Tutorial Details

T1 Tue 1.30-3 CE G08
T3 Wed 10.30-12 ME 303
T4 Wed 12-1.30 ME 304
T5 Wed 2.30-4 QUAD G034
T6 Wed 4-5.30 QUAD G032

Students are required to attend one lecture (L) and one tutorial.
Total: 3.5hrs/week

2.2 Units of Credit

Faculty: Faculty of Commerce and Economics, School: School of Marketing; Campus: Kensington Campus; Undergraduate; Units of Credit: 6; Contact Hours per Week: 3.5; Prerequisite: MARK2054, MARK3081; Offered: Semester 2 2006

2.3 Relationship of this course to other course offerings

This course integrates knowledge of market analysis with broader strategic business considerations to understand how marketing strategies and strategic marketing management can be used to achieve performance outcomes for sales growth, market share and profit contribution. Topics include: business and product-market definition, corporate and business unit strategy, corporate policy; competitive and life-cycle strategies at the level of the business unit and product market entry; portfolio analysis; target market selection, market segmentation and positioning; environmental factors and dimensions that affect the ability of strategies to achieve planned marketing performance outcomes. Students draw on materials from all previous marketing courses.

2.5 Approach to learning and teaching

The class consists of formal lectures combined with tutorial discussion of assigned text readings and cases and the Markstrat simulation. In a number of places, text and lecture presentations will consider formal models for depicting processes of strategic marketing management. All students should expect to gain some practice in applying such models, when appropriate, in assigned cases and in the Markstrat simulation. Students must also expect to prepare assignments and presentations in a clear and logical manner, particularly in the context of the major project.

3. COURSE AIMS AND OUTCOMES

3.1 Course Aims

This course is about developing and managing innovative and competitive marketing strategies. The central focus is on how marketing strategy and strategic marketing management can help achieve planned performance outcomes.

3.2 Student Learning Outcomes

The overall objectives of the course are:

- to introduce a method of strategic thinking and a set of practical tools and concepts that will enable you to develop, evaluate and implement innovative strategies; and
- to provide theories, frameworks and examples relating to the management of critical aspects of strategic marketing activity.

5.2 Assessment Details

| | Assessment | Value | Additional information |
|---------------------------------|---------------------------------------|-------|--|
| A. Group Assessment | Group Project | 25% | Groups of 4 students, completed in three phases |
| | Markstrat simulation | 20% | Groups of 4 students Strategic Marketing simulation game in tutorials |
| B. Individual Assessment | Tutorial attendance and participation | 10% | Students must attend at least 80% of tutorials and actively participate in all tutorials |
| | Final exam | 45% | (three hours including essay questions on concepts, projects and Markstrat) |
| | Total | 100% | |

7. STUDENT RESOURCES

7.1 Course Resources

The course text is: J. Mullins, O. Walker, H. Boyd, and J.-C. Larréché, *Marketing Management: A Strategic Decision-Making Approach*, McGraw-Hill, 2006.

Each *group* must also purchase a copy of the following:

J.-C. Larréché, et al., *Markstrat Online Student Handbook*, Stratx, 2005.

The complete course outline for MARK 3082 including weekly topic and assigned reading outline for lectures and assignment guidelines is only available in class from the lecturer for those enrolling in the subject.