Australian School of Business
School of Marketing

STRATEGIC MARKETING
MARK 3082 & MARK 3182

COURSE OUTLINE
SESSION 2, 2007
1. **COURSE STAFF**

1.1 Communication with Staff

2. **INFORMATION ABOUT THE COURSE**

2.1 Teaching times and Locations
2.2 Units of Credit
2.3 Parallel teaching in the course
2.4 Relationship of this course to other course offerings
2.5 Approach to learning and teaching

3. **COURSE AIMS AND OUTCOMES**

3.1 Course Aims
3.2 Student Learning Outcomes
3.3 Teaching Strategies

4. **STUDENT RESPONSIBILITIES AND CONDUCT**

4.1 Workload
4.2 Attendance
4.3 General Conduct and Behaviour
4.4 Keeping informed

5. **LEARNING ASSESSMENT**

5.2 Assessment Details
5.3 Assignment Submission Procedure
5.4 Late Submission
5.5 Special Consideration and Supplementary examinations

6. **ACADEMIC HONESTY AND PLAGIARISM**

7. **STUDENT RESOURCES**

7.1 Course Resources
7.2 Other Resources, Support and Information

8. **CONTINUOUS COURSE IMPROVEMENT**

9. **COURSE SCHEDULE**
1. COURSE STAFF
Lecturer: Marion Burford
Consultation time: Monday 9 - 11am
Location: John Goodsell Bldg, Room 135
Contact ph: 9385 3739
Email: m.burford@unsw.edu.au

Name: Linda Robinson
Consultation time: Monday 12noon – 1pm
Location: 252 John Goodsell Building
Contact ph: 9385 3378
Email: l.robinson@student.unsw.edu.au

1.1 Communication with Staff
For contact outside of lecture and tutorial times, please use the above-listed details. Staff will be available for consultation at the specified times. If you require contact outside of this time, please email or phone the staff member with your question or to arrange an alternate and mutually suitable consultation arrangement. Please note student queries may also be posted on the WebCT.Vista site for Mark3082.

2. INFORMATION ABOUT THE COURSE

2.1 Teaching times and Locations
Updated information regarding tutorial times and locations can be found on the School of Marketing website:
https://my.unsw.edu.au/classutil/MARK_S1.html
Please check the website for most current information. The lectures will be at the following times and locations:
Monday 1-3 pm in Ritchie Theatre (K-G19-LG02)
Please attend your assigned tutorial -- do not just turn up at random. Work commitments are not an accepted reason for non attendance of tutorials.

2.2 Units of Credit
MARK 3082 (MARK 3182) -- 6 credit point subject. It is a core subject for the marketing stream.

2.3 Parallel teaching in the course
A few students have opted to enrol in MARK 3182 and will be required to do additional work over and above that described in this course handout.

2.4 Relationship of this course to other course offerings
Strategic Marketing is the capstone course for the undergraduate Marketing stream. It will draw on knowledge and skills developed in all the previous marketing subjects.

2.5 Approach to learning and teaching
This subject will most likely be being taken in your final undergraduate year. It represents the transition from 'student' to 'practitioner' and as such seeks to enhance life-long skills in learning. Students will be encouraged to hone group work, communication and task-management skills. There will be an opportunity to
negotiate aspects of assessment and to tailor project topics to areas of particular interest to the student.

There will be a lecture where theoretical aspects of Strategic Marketing will be canvassed, tutorials encouraging deeper understanding of concepts and a simulation that will challenge decision making and application skills. Students are encouraged to prepare, through reading widely and accessing multiple sources of information on the various topics.

A marketing manager needs to be flexible, creative and thorough. Above all they need to have an ability to work cooperatively, as the delivery of a ‘product’ requires both coordination and collaboration from within the organization and with other external players in the market. To this end there will be a significant level of group work in this course. Student involvement has a strong link to learning outcomes so active participation and a positive attitude is encouraged.

### 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.

#### 3.3 Teaching Strategies

Lectures will be delivered in two sections. The first hour will be a broad overview of the theoretical tools and frameworks available. The second hour will highlight just a few of the issues, concepts or constructs that maybe particularly challenging or topical. Students will need to expand this skeleton with their own reading and note taking as it is this material that will be assessed in the final exam.

Tutorials will provide an opportunity to engage in further discussion of selected topics. There will also be some opportunity to present work and the simulation groups will able to liaise in the tutorial time.

WebCT Vista, e-learning will provide a communication platform for all aspects of the course.

### 4. STUDENT RESPONSIBILITIES AND CONDUCT

#### 4.1 Workload

Managing the fluctuating workload in this subject will be one of the objectives of this course. Students will be required to set out their own objectives in relation to
the various assessment tasks. These will be negotiated and monitored in conjunction with their tutor. Over-commitment has been a cause of failure for many students. You should take the required workload into account when planning how to balance study with employment and other activities.

4.2 Attendance
Your regular and punctual attendance at lectures and tutorials is expected in this course. University regulations indicate that if students attend less than eighty per cent of scheduled classes they may be refused final assessment.

4.3 General Conduct and Behaviour
You are expected to conduct yourself with consideration and respect for the needs of your fellow students and teaching staff. The key word is respect – for self and others. Conduct which unduly disrupts or interferes with a class, such as ringing or talking on mobile phones, is not acceptable and students may be asked to leave the class. More information on student conduct is available at: www.my.unsw.edu.au

4.4 Keeping informed
You should take note of all announcements made in lectures, tutorials or on the course web site [WebCT.Vista]. You will be able to download the skeleton lecture notes from this site, post and read discussion comments and view other material that is relevant to the course. It is YOUR responsibility to check WebCT.Vista AND your official university Email account. Staff will assume that you are up to date with current information and latest announcements.
From time to time, the University will send important announcements to your university Email address without providing you with a paper copy. You will be deemed to have received this information. So check this Email regularly.

It is also your responsibility to ensure that:
1. You are recorded by the University as being correctly enrolled in all your courses.
2. You organise your affairs to take account of examination and other assessment dates where these are known. Be aware that your final examination may fall at any time during the session’s examination period. The scheduling of examinations is controlled by the University administration. No early examinations are possible.
3. You keep the University informed of all changes to your contact details.
4. You make a copy of all work submitted for assessment, and keep returned marked assignments and essays. Please ensure that it is correctly (Harvard style) referenced and that the cover sheet is signed by the individual/s concerned.

5. Learning Assessment

5.1 Formal Requirements
In order to pass this course, you must:
- achieve a composite mark of at least 50; and
- make a satisfactory attempt at all assessment tasks (see below); and
- pass the final exam
5.2 Assessment Details

A Group Assessment

A1. Project (paper, presentation) 20% (Groups of up to 3 students)
A2. Capstone – Business Simulation 20% (Groups of five)

B Individual Assessment

B1 Negotiated Personal Planning 10%
B2 Tutorial Attendance, tutorial tasks 5%
B3 Final Exam 40% (two hours)

C Research Participation (see separate advice) 5%

5.3 Assignment Submission Procedure

Please see separate instructions for submission of each of the assessment tasks.

5.4 Late Submission

The School usually has a 10% per day penalty for late submission and this will be detailed in the separate instruction for each piece of assessment.

5.5 Special Consideration and Supplementary examinations

UNSW policy and process for Special Consideration applies (see https://my.unsw.edu.au/student/atoz/SpecialConsideration.html). Specifically:

- Applications for special consideration (including supplementary examinations) must go through UNSW Central administration (within 3 working days of the assessment to which it refers) – applications will not be accepted by teaching staff;
- Applying for special consideration does not automatically mean that you will be granted additional assessment or that you will be awarded an amended result;
- If you are making an application for special consideration (through UNSW Central Administration) please notify your Lecturer in Charge;
- Please note: a register of applications for Special Consideration is maintained. History of previous applications for Special Consideration is taken into account when considering each case.
6. ACADEMIC HONESTY AND PLAGIARISM

The University regards plagiarism as a form of academic misconduct, and has very strict rules regarding plagiarism. For full information regarding policies, penalties and information to help you avoid plagiarism see:
http://www.lc.unsw.edu.au/plagiarism/index.html

Plagiarism is the presentation of the thoughts or work of another as one’s own.* Examples include:

- direct duplication of the thoughts or work of another, including by copying work, or knowingly permitting it to be copied. This includes copying material, ideas or concepts from a book, article, report or other written document (whether published or unpublished), composition, artwork, design, drawing, circuitry, computer program or software, web site, Internet, other electronic resource, or another person’s assignment without appropriate acknowledgement;
- paraphrasing another person’s work with very minor changes keeping the meaning, form and/or progression of ideas of the original;
- piecing together sections of the work of others into a new whole;
- presenting an assessment item as independent work when it has been produced in whole or part in collusion with other people, for example, another student or a tutor; and,
- claiming credit for a proportion a work contributed to a group assessment item that is greater than that actually contributed.†

Submitting an assessment item that has already been submitted for academic credit elsewhere may also be considered plagiarism.

The inclusion of the thoughts or work of another with attribution appropriate to the academic discipline does not amount to plagiarism.

Students are reminded of their Rights and Responsibilities in respect of plagiarism, as set out in the University Undergraduate and Postgraduate Handbooks, and are encouraged to seek advice from academic staff whenever necessary to ensure they avoid plagiarism in all its forms.

The Learning Centre website is the central University online resource for staff and student information on plagiarism and academic honesty. It can be located at:
www.lc.unsw.edu.au/plagiarism

The Learning Centre also provides substantial educational written materials, workshops, and tutorials to aid students, for example, in:

- correct referencing practices;
- paraphrasing, summarising, essay writing, and time management;
- appropriate use of, and attribution for, a range of materials including text, images, formulae and concepts.

Individual assistance is available on request from The Learning Centre.

Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting, and the proper referencing of sources in preparing all assessment items.

* Based on that proposed to the University of Newcastle by the St James Ethics Centre. Used with kind permission from the University of Newcastle
† Adapted with kind permission from the University of Melbourne.
7. STUDENT RESOURCES

7.1 Course Resources


Each *person* must also purchase a copy of the Student Guide the Capstone Simulation – This includes registration for the simulation.

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.

Additional materials provided in WebCT Vista (e-learning).

7.2 Other Resources, Support and Information

The University and the Faculty provide a wide range of support services for students, including:

- **Learning and study support**
  - FACULTY Education Development Unit ([http://education.fce.unsw.edu.au](http://education.fce.unsw.edu.au))
  - UNSW Learning Centre ([http://www.lc.unsw.edu.au](http://www.lc.unsw.edu.au))
  - EdTec – WebCT information ([http://www.edtec.unsw.edu.au](http://www.edtec.unsw.edu.au))

- **Counselling support** · [http://www.counselling.unsw.edu.au](http://www.counselling.unsw.edu.au)

- **Library training and support services** · [http://info.library.unsw.edu.au](http://info.library.unsw.edu.au)

- **Disability Support Services** – Those students who have a disability that requires some adjustment in their teaching or learning environment are encouraged to discuss their study needs with the Course Coordinator or the Equity Officer ([http://www.equity.unsw.edu.au/disabil.html](http://www.equity.unsw.edu.au/disabil.html)). Early notification is essential to enable any necessary adjustments to be made.

In addition, it is important that all students are familiar with University policies and procedures in relation to such issues as:

- **Examination procedures** and advice concerning illness or misadventure ([https://my.unsw.edu.au/student/academiclife/assessment/examinations/examinationrules.html](https://my.unsw.edu.au/student/academiclife/assessment/examinations/examinationrules.html))

8. CONTINUAL COURSE IMPROVEMENT

Strategic Marketing is the final course in the marketing stream. It draws together skills and knowledge from all areas of the undergraduate's learning. It is challenging and rewarding as it seeks to encourage student's ownership of their learning outcomes. A negotiated personal planning exercise and the simulation exercise have been included to support practical understanding of the planning process. The course acknowledges the different pathways that students will take in their professional lives and seeks to foster the collegial bonds that have developed over their years at UNSW. As part of the continual review of this course the simulation has been changed to enable UNSW teams to simultaneously play against student teams at other universities.

9. COURSE SCHEDULE

Please see separate schedule that will detail the weekly activities.
The following table indicates the timing of the Capstone Simulation. Please note some of these deadlines are outside the session dates to enable the three universities to compete.

<table>
<thead>
<tr>
<th>Week 5</th>
<th>20/08</th>
<th>Introduction and student registration</th>
<th>Sunday 12 Midnight Deadline</th>
<th>Thursday 12 Midnight Deadline</th>
<th>Introductory Session</th>
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<tbody>
<tr>
<td>Week 6</td>
<td>27/08</td>
<td>Team Practice</td>
<td></td>
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<tr>
<td>Week 7</td>
<td>3/09</td>
<td>Decision 1 (02/09/07)</td>
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<tr>
<td>Week 8</td>
<td>10/09</td>
<td>Decision 2 (16/09/07)</td>
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<tr>
<td>Week 10</td>
<td>01/10</td>
<td>Decision 3 (30/09/07)</td>
<td>Decision 4 (04/10/07)</td>
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<td>Week 11</td>
<td>08/10</td>
<td>Decision 5 (07/10/07)</td>
<td>Decision 6 (11/10/07)</td>
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<tr>
<td>Week 12</td>
<td>15/10</td>
<td>Capstone Final Briefing</td>
<td>Decision 7 (14/10/07)</td>
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