



The University of Southern Queensland

Course specification

The current and official versions of the course specifications are available on the web at <http://www.usq.edu.au/coursespecification/current>.
Please consult the web for updates that may occur during the year.

Description: Marketing Strategy

Subject	Cat-nbr	Class	Term	Mode	Units	Campus
MKT	3007	91016	2, 2009	ONC	1.00	Fraser Coast

Academic group:	FOBUS
Academic org:	FOB004
Student contribution band:	3A
ASCED code:	080505

STAFFING

Examiner: Hoda McClymont
Moderator: Jane Summers

REQUISITES

Pre-requisite: MKT1001 or MKT1002

OTHER REQUISITES

Students are required to have access to a personal computer, e-mail capabilities and Internet access to UConnect. Current details of computer requirements can be found at <http://www.usq.edu.au/ict/students/standards/default.htm>.

RATIONALE

In addition to being conversant with the concepts and theories associated with the marketing discipline, marketing practitioners must also be able to identify and address marketing strategy and strategic marketing decision making issues which invariably arise in all organisations. These strategy-related issues require skills in marketing problem diagnosis and in identification and evaluation of potential strategic solutions. It is now widely accepted that a strategic perspective is the essential building block for successful marketing practice and this course provides students with a sound theoretical framework for marketing strategy and strategic marketing decision making.

SYNOPSIS

This course is the capstone course for marketing major students and as such builds upon and consolidates previously acquired knowledge of marketing concepts and principles. The course introduces the theory and practice underpinning strategic marketing planning and develops a sound understanding of strategic analysis and marketing strategy alternatives. Students are required to conduct a full marketing audit for a selected organisation and to produce a marketing plan to address a specific organisational marketing strategy related 'problem'. Throughout the course, emphasis is upon appropriately using marketing strategy and strategic marketing decision making theory to solve significant marketing problems.

OBJECTIVES

On successful completion of this course, students should be able to:

1. identify and understand the key components of marketing strategy (that is, the marketing audit, strategy development and strategic marketing planning)
2. understand the theoretical foundations underpinning the marketing audit and apply it to real world situations
3. differentiate between strategies and objectives, and identify and evaluate types of objectives that can be used to set the overall strategic direction of an organisation
4. identify, describe and evaluate various alternative marketing strategies or strategic marketing 'positions' available to organisations
5. identify and apply the key components of a marketing plan
6. critically discuss socially responsible strategic marketing planning concepts and principles using a virtues approach.

TOPICS

Description	Weighting (%)
1. Introduction to strategic marketing	5.00
2. Stakeholder selection and ethical decision making	10.00
3. Analysis of the internal analysis	10.00
4. Analysis of the external analysis	10.00
5. Setting strategic objectives	5.00
6. Developing market penetration and marketing development strategies	10.00
7. Developing a product development strategy	10.00
8. Adding value through cost leadership or product differentiation strategies	10.00
9. Developing defensive marketing strategies	10.00
10. Developing a marketing plan	10.00
11. Implementing a marketing plan	10.00

TEXT and MATERIALS required to be PURCHASED or ACCESSED

ALL textbooks and materials are available for purchase from USQ BOOKSHOP (unless otherwise stated). Orders may be placed via secure internet, free fax 1800642453, phone 07 46312742 (within Australia), or mail. Overseas students should fax +61 7 46311743, or phone +61 7 46312742. For costs, further details, and internet ordering, use the 'Textbook Search' facility at <http://bookshop.usq.edu.au> click 'Semester', then enter your 'Course Code' (no spaces).

Dann, S & Dann, S 2008, *Competitive marketing strategy*, Pearson Education Australia, Frenchs Forest, New South Wales.

REFERENCE MATERIALS

Reference materials are materials that, if accessed by students, may improve their knowledge and understanding of the material in the course and enrich their learning experience.

Aaker, DA 2005, *Strategic market management*, 7th edn, John Wiley & Sons, Hoboken, New Jersey.

Best, RJ 2004, *Market-based management: strategies for growing customer value and profitability*, 4th edn, Pearson/Prentice Hall, Upper Saddle River, New Jersey.

Cravens, DW & Piercy, NF 2006, *Strategic marketing*, 8th edn, McGraw-Hill, Boston, Massachusetts.

Ferrell, OC & Hartline, MD 2005, *Marketing strategy*, 3rd edn, Thomson/South Western, Mason, Ohio.

Hooley, G, Piercy, NF & Nicolaud, B 2008, *Marketing strategy and competitive positioning*, 4th edn, Financial Times/Prentice Hall, Harlow, UK.

Reed, P 2006, *Strategic marketing planning*, 2nd edn, Thomson Learning, South Melbourne, Victoria.

STUDENT WORKLOAD REQUIREMENTS

ACTIVITY	HOURS
Assignments	70.00
Directed Study	20.00
Examinations	2.00
Lectures and Tutorials	24.00
Private Study	39.00

ASSESSMENT DETAILS

Description	Marks out of	Wtg (%)	Due date	Objectives assessed	Graduate skill	Level assessed
ASSIGNMENT 1	100.00	30.00	21 Aug 2009	1, 2, 6		
ASSIGNMENT 2	100.00	35.00	09 Oct 2009	1, 3, 4		
2-HOUR EXAMINATION	100.00	35.00	END S2 (see note 1)	1, 5		

NOTES

1. The examination is scheduled to be held in the end-of-semester examination period. Students will be advised of the official examination date after the timetable has been finalised.

IMPORTANT ASSESSMENT INFORMATION

- 1 Attendance requirements:
It is the students' responsibility to attend and participate appropriately in all activities (such as lectures, tutorials, laboratories and practical work) scheduled for them, and to

- study all material provided to them or required to be accessed by them to maximise their chance of meeting the objectives of the course and to be informed of course-related activities and administration.
- 2 Requirements for students to complete each assessment item satisfactorily:
To satisfactorily complete an individual assessment item a student must achieve at least 50% of the marks. (Depending upon the requirements in Statement 4 below, students may not have to satisfactorily complete each assessment item to receive a passing grade in this course.)
 - 3 Penalties for late submission of required work:
If students submit assignments after the due date without prior approval of the examiner, then a penalty of 5% of the total marks gained by the student for the assignment may apply for each working day late up to ten working days at which time a mark of zero may be recorded.
 - 4 Requirements for student to be awarded a passing grade in the course:
To be assured of receiving a passing grade a student must achieve at least 50% of the total weighted marks available for the course.
 - 5 Method used to combine assessment results to attain final grade:
The final grades for students will be assigned on the basis of the aggregate of the weighted marks obtained for each of the summative assessment items in the course.
 - 6 Examination information:
This is a closed examination. Candidates are allowed to bring only writing and drawing instruments into the examination.
 - 7 Examination period when Deferred/Supplementary examinations will be held:
Any Deferred or Supplementary examinations for this course will be held during the next examination period.
 - 8 University Regulations:
Students should read USQ Regulations 5.1 Definitions, 5.6 Assessment, and 5.10 Student Academic Misconduct for further information and to avoid actions which might contravene university regulations. These regulations can be found at <http://www.usq.edu.au/corporateservices/calendar/part5.htm>. Students should also read the Faculty of Business Procedures which can be found at <http://www.usq.edu.au/business/aboutfob.htm>.

ASSESSMENT NOTES

- 1 (i) The due date for an assignment is the date by which a student must submit the assignment to the USQ. (ii) Students must retain a copy of each assignment submitted for assessment. This must be produced within 24 hours if required by the examiner. (iii) In accordance with university policy, the examiner may grant an extension of the due date of an assignment in extenuating circumstances. (iv) The faculty will normally only accept assessments that have been written, typed or printed on paper based media. (v) The faculty will not accept submission of assignments by facsimile. (vi) Students who do not have regular access to postal services or who are otherwise disadvantaged by these regulations may be given special consideration. They should contact the examiner to negotiate such special arrangements. (vii) In the event that a due date for an assignment falls on a local public holiday in their area, such as a show holiday, the due date for the assignment will be the next day. Students are to note on the assignment cover the date of the public holiday for the examiner's convenience.
- 2 Referencing in assignments: Harvard (AGPS) is the referencing system required in this course. Students should use Harvard (AGPS) style in their assignments to format details

of the information sources they have cited in their work. The Harvard (AGPS) style to be used is defined by the USQ Library's referencing guide at <http://www.usq.edu.au/library/help/referencing/default.htm>.

OTHER REQUIREMENTS

- 1 Computer, e-mail and Internet access: Students are required to have access to a personal computer, e-mail capabilities and Internet access to UConnect. Current details of computer requirements can be found at <http://www.usq.edu.au/ict/students/standards/default.htm>.
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