Description: The Role of Strategy in Sales

Subject | Cat-Nbr | Class | Term | Mode | Units | Campus
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MKT     | 8008    | 24301 | 2, 2003 | EXT  | 1.00  | TWMBA

Academic Group: FOBUS
Academic Org: FOB004
HECS Band: 2
ASCED Code: 080509

STAFFING
Examiner: Michelle Rowe
Moderator: Dawn Birch

RATIONALE
This course has been designed to enable Sales Managers to: Develop a vision and mission for their organisation; Be able to understand the dynamics of business environments and make appropriate strategic decisions for such environments; Understand the importance of creating sustainable competitive advantages (SCAs), for their firm and apply these to their marketing activities.

SYNOPSIS
This course covers three major areas - firstly understanding the role of strategy in Marketing Management, secondly, developing strategy alternatives which capitalise on firm capabilities and marketing opportunities and lastly implementing these strategies.

OBJECTIVES
On successful completion of this course students will be able to:

- Understand the role and functions of Strategic Management.
- Analyse the external (business) environment in order to identify opportunities and threats by looking at customers/competitors/markets and other business environmental factors.
- Analyse the organisation's internal strengths and weaknesses in order to develop sustainable competitive advantage.
- Use planning techniques and tools to match firm competencies.
- Select and implement appropriate Sales Management strategies to capitalise on Market opportunities.
TOPICS

<table>
<thead>
<tr>
<th>Description</th>
<th>Weighting (%)</th>
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</thead>
<tbody>
<tr>
<td>1. Introduction to Business Strategy</td>
<td>5.00</td>
</tr>
<tr>
<td>2. Strategic Market Management</td>
<td>7.50</td>
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<tr>
<td>3. Sales Management Strategies</td>
<td>7.50</td>
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<tr>
<td>4. External Analysis - Customers/Competitors</td>
<td>10.00</td>
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<td>5. External Analysis - Market Analysis</td>
<td>10.00</td>
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<td>6. External Analysis - Environmental Analysis</td>
<td>10.00</td>
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<tr>
<td>7. Internal Analysis - functional areas of the firm</td>
<td>10.00</td>
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<tr>
<td>8. Using Planning Tools for the Development of Strategy Options</td>
<td>10.00</td>
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<tr>
<td>9. Evaluating and Selecting Strategies</td>
<td>10.00</td>
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<tr>
<td>10. The Role of Sales Management in Strategy Formulation</td>
<td>10.00</td>
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<tr>
<td>11. Implementation of Strategies</td>
<td>10.00</td>
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</tbody>
</table>

TEXT and MATERIALS required to be PURCHASED or ACCESSED:

Books can be ordered by fax or telephone. For costs and further details use the 'Book Search' facility at http://bookshop.usq.edu.au by entering the author or title of the text.


(revised edition)

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.


STUDENT WORKLOAD REQUIREMENTS

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>HOURS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Private Study</td>
<td>165</td>
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ASSESSMENT DETAILS

<table>
<thead>
<tr>
<th>Description</th>
<th>Marks Out of</th>
<th>Wtg(%)</th>
<th>Required</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>CASE ANALYSIS</td>
<td>40.00</td>
<td>40.00</td>
<td>Y</td>
<td>29 Aug 2003</td>
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<tr>
<td>STRATEGY PROJECT</td>
<td>60.00</td>
<td>60.00</td>
<td>Y</td>
<td>03 Nov 2003</td>
</tr>
</tbody>
</table>

IMPORTANT ASSESSMENT INFORMATION

1 Attendance requirements:
   If you are an International student in Australia it is a requirement of your student visa that you attend all classes at your campus. For all other students, there are no attendance requirements for this course. However, it is the students' responsibility 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 complete each of the assessment items satisfactorily, students must obtain at least 50% of the marks available for each assessment item.

3 Penalties for late submission of required work:
   If students submit assignments after the due date without prior approval then a penalty of 20% of the total marks available for the assignment will apply for each working day late.

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 available weighted marks for the summative assessment items.

5 Method used to combine assessment results to attain final grade:
   The final grades for students will be assigned on the basis of the weighted aggregate of the marks (or grades) obtained for each of the summative assessment items in the course.

6 Examination information:
   There is no examination in this course.

7 Examination period when Deferred/Supplementary examinations will be held:
   Not applicable.

8 University Regulations:
   Students should read USQ Regulations 5.1 Definitions, 5.6 Assessment, and 5.10 Academic Misconduct for further information and to avoid actions which might contravene University Regulations. These regulations can be found at the URL: http://www.usq.edu.au/SECARIAT/calendar/Part5/ or in the printed version of the current USQ Handbook. Students should also read The Guide to Policies and Procedures of the Faculty which can be found at the URL: http://www.usq.edu.au/handbook/2003/title663.html or in the printed version of the current USQ Handbook.
ASSESSMENT NOTES

1 Assignments: (i) The due date for an assignment is the date by which a student must despatch the assignment to the USQ. The onus is on the student to provide proof of the despatch date, if requested by the Examiner. (ii) Students must retain a copy of each item submitted for assessment. This must be produced within five days if required by the Examiner. (iii) The Examiner may grant an extension of the due date of an assignment in extenuating circumstances. Applications for extensions should be in writing and must include supporting documentary evidence. Extensions are only granted in unforeseen and uncontrollable circumstances. The Examiner shall consider all documentary evidence (including statement from a doctor, employer, counsellor or independent member of the community as appropriate) accompanying an application for extension and decide on the outcome. Length of extensions: Up to one week's extension (five working days) may be granted if a signed statement with supporting documentation is sent with the assignment, proving that an unforeseen and uncontrollable circumstance caused the delay, for example unusual and unpredictable work or family commitments. If the signed statement and supporting documentation does not show that unforeseen and uncontrollable circumstances were present for the days claimed, then the normal reduction in marks for a late assignment of 20% per working day will apply. Extensions beyond one week are not allowed unless express permission is obtained from the Examiner. Extensions beyond one week are only granted in extreme circumstance because model answers may be distributed after this time. If you are likely to require an extension for a longer period than one week, you must contact the Examiner for advice. In most cases, you will be required to complete an alternative make-up assignment. However, make-up assignments are only granted if you have passed all other pieces of assessment for the course. Medical extensions: In the case of an application for extension for medical reasons, the documentation should include a statement from a doctor stating: the date the medical condition began or changed; how the condition affected the student's ability to study; when it became apparent that the student could not submit the assignment. As a rule, you will be granted an extension for the number of working days covered on a medical certificate. In the case of a medical extension, you do not need to contact the Examiner unless you require an extension of longer than one week. Extensions for family/personal reasons: In the case of an application for extension for family/personal reasons, the documentation should include a statement from a doctor, counsellor or independent member of the community stating: the date the student's personal circumstances began or changed; how the circumstances affected the student's ability to complete the assignment; when it became apparent that the student could not complete the assignment. In the case of an extension for family/personal reasons you must contact the Examiner before the due date to discuss the reason for the extension and to negotiate the length of an extension if granted. Extensions for employment-related reasons: In the case of an application for extension for employment-related reasons, the documentation should include a statement from the student's employer stating: the date the student's employment began or the conditions of employment changed; how this prevents the student from completing the assignment. In the case of an extension for employment-related reasons you must contact the Examiner before the due date to discuss the reason
for the extension and to negotiate the length of an extension if granted. (iv) The Examiner will normally only accept assessments that have been written, typed or printed on paper-based media. (v) 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 Text Books: Please note that it is the responsibility of the student to acquire a copy of the textbook as soon as their enrolment in the course has been confirmed. Extensions will not be granted on the basis of the student not having a copy of the text, if the text is available from the USQ bookshop.

3 Word Count on Assignments: Students must put the 'word count' for their assignment on the front page of the assignment. The word count is the number of words in the body of the assignment report and does not include the title, executive summary, list of references or appendices. To grade an assignment a marker does not need to read more words than the word limit of the assignment.

4 Deferred Work: Students who, for medical, family/personal, or employment-related reasons, are unable to complete an assignment at the scheduled time may apply to defer an assessment in a course. Such a request must be accompanied by appropriate supporting documentation. The temporary grade of IDM (Incomplete Deferred Make-up) may be awarded.