The University of Southern Queensland  

Course specification  

This version produced 20 Dec 2007.  
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

<table>
<thead>
<tr>
<th>Subject</th>
<th>Cat-nbr</th>
<th>Class</th>
<th>Term</th>
<th>Mode</th>
<th>Units</th>
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<tr>
<td>MKT</td>
<td>3007</td>
<td>66913</td>
<td>2, 2007</td>
<td>EXT</td>
<td>1.00</td>
<td>Toowoomba</td>
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</table>

Academic group: FOBUS  
Academic org: FOB004  
Student contribution band: 2  
ASCED code: 080505

STAFFING  
Moderator: Jane Summers

REQUISITES  
Pre-requisite: MKT1001 and MKT1002

OTHER REQUISITES  
MKT1002 pre-requisite waived for students enrolled in the Tourism Management Major. Students are required to have access to a personal computer, e-mail capabilities and Internet access to USQConnect. Current details of computer requirements can be found at http://www.usq.edu.au/business/aboutfob.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
The course objectives define the student learning outcomes for a course. The assessment item/s that may be used to assess student achievement of an objective is/are shown in parentheses after each objective. On successful completion of this course, students should be able to:

1. identify, explain and critically appraise the key concepts associated with marketing strategy, strategic marketing planning and strategic marketing decision making (Assignment 2, Examination)
2. describe the key steps in a marketing audit (Assignment 1)
3. conduct a full marketing audit for an organisation (identification, analysis and evaluation of all marketing related activities and decisions) (Assignment 1)
4. identify, describe and appropriately apply strategic analysis tools and techniques (Assignment 1, Assignment 2)
5. identify, describe and evaluate various alternative marketing strategies or strategic marketing 'positions' available to organisations (Assignment 2)
6. describe and evaluate the ways in which superior service, customer relationships, innovation, e-marketing and internal marketing may be used as key marketing strategy 'thrusts' for an organisation (Assignment 1, Assignment 2)
7. identify and describe the key components of a marketing plan (Assignment 2)
8. accurately diagnose a strategic marketing problem or issue facing an organisation (Assignment 1, Assignment 2)
9. produce a professional marketing plan for a defined purpose for an organisation (Assignment 2)
10. critically discuss strategic marketing planning concepts and principles (Assignment 2, Examination).

TOPICS

<table>
<thead>
<tr>
<th>Description</th>
<th>Weighting (%)</th>
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<tbody>
<tr>
<td>1. Introduction to strategic marketing planning</td>
<td>10.00</td>
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<tr>
<td>2. Strategic analysis of the macroenvironment</td>
<td>10.00</td>
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<tr>
<td>3. Strategic analysis of industry and competitors</td>
<td>10.00</td>
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<tr>
<td>4. Strategic analysis of all components of the 'task' environment</td>
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<tr>
<td>5. Strategic analysis of organisational resources and marketing-related systems and functions</td>
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<td>6. Strategic evaluation of the marketing mix elements</td>
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<tr>
<td>7. Identification and diagnosis of strategic marketing related problems and issues</td>
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<tr>
<td>8. Identification and evaluation of potential competitive positions or marketing strategies for an organisation</td>
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<tr>
<td>9. Critically evaluate and apply numerous market forecasting techniques</td>
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</tr>
<tr>
<td>10. Identify and evaluate the roles of strategic alliances, networks, superior service, customer relationships, innovation, internal marketing and e-marketing in marketing strategy and strategic marketing decision making</td>
<td>20.00</td>
</tr>
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</table>
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).


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>
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<tbody>
<tr>
<td>Assignments</td>
<td>70.00</td>
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<tr>
<td>Directed Study</td>
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<tr>
<td>Examinations</td>
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<tr>
<td>Online Discussion Groups</td>
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<td>Private Study</td>
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ASSESSMENT DETAILS

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<th>Description</th>
<th>Marks out of</th>
<th>Wtg(%)</th>
<th>Due date</th>
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<tr>
<td>ASSIGNMENT 1</td>
<td>40.00</td>
<td>25.00</td>
<td>03 Sep 2007</td>
</tr>
<tr>
<td>ASSIGNMENT 2</td>
<td>40.00</td>
<td>35.00</td>
<td>29 Oct 2007</td>
</tr>
<tr>
<td>2 HOUR EXAMINATION</td>
<td>40.00</td>
<td>40.00</td>
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</table>

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:
   If you are an international student in Australia, you are advised to 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 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 Policies and 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 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 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.

OTHER REQUIREMENTS

1 Learning resources: Prescribed texts and materials (see above); recommended reference materials (see above); printed Introductory Book and Book/s of Selected Readings; CD (compact disc); and course Website accessible via USQConnect.

2 Students will require access to e-mail and Internet access to USQConnect for this course.