

School of Marketing and International Business

## MARK 303 Strategic Marketing Management

Trimester 2, 2015

### COURSE OUTLINE

---

#### Names and Contact Details

Course Coordinator/Lecturer                      Dr Janine Williams  
Office:    RH 1127, Rutherford House  
Phone:    04-463 5027  
Email:    [janine.williams@vuw.ac.nz](mailto:janine.williams@vuw.ac.nz)  
Office Hours: (or by appointment)              Tuesdays, 1.40 pm to 2.30 pm

Course Administrator:                              Helen Hynes  
Office:    RH 1130, Rutherford House  
Phone:    463 5529  
Email:    [helen.hynes@vuw.ac.nz](mailto:helen.hynes@vuw.ac.nz)  
Office Hours:    Monday to Friday 9.30 am to 4.30pm

#### Trimester Dates

Teaching Period: Monday 13<sup>th</sup> July – Friday 16<sup>th</sup> October  
Study Period: Monday 19<sup>th</sup> October – Thursday 22<sup>nd</sup> October  
Examination Period: Friday 23<sup>rd</sup> October – Saturday 14<sup>th</sup> November (inclusive)

#### **Withdrawal from Course**

1. Your fees will be refunded if you withdraw from this course on or before Friday 24<sup>th</sup> July 2015.
2. The standard last date for withdrawal from this course is Friday 25<sup>th</sup> September 2015. After this date, students forced to withdraw by circumstances beyond their control must apply for permission on an 'Application for Associate Dean's Permission to Withdraw Late' form including supporting documentation. The application form is available from either of the Faculty's Student Customer Service Desks or [online](#).

#### Class Times and Room Numbers

MARK 303 lectures will be conducted in two 50-minute sessions each week:

Tuesday	11.30 – 12.20pm	Rutherford House, RHLT1
Friday	11.30 – 12.20pm	Rutherford House, RHLT1

## **Course Delivery**

There are two lectures per week and seven tutorial sessions as noted in the schedule. The first tutorial will commence in week two. Lectures and tutorials will include discussion, in-class exercises, and group activities. Students should plan to attend all sessions, having read the indicated materials. Students should also be prepared to participate in the class discussions and activities

## **Tutorials**

Tutorials begin in Week 2. Sign-up will be through My Allocator: <https://student-sa.victoria.ac.nz/>. MARK 303 will be available in My Allocator until 16 July.

If you are unable to attend a lecture or tutorial, please make arrangements with another student in the class to review the notes (unless it is a mandatory tutorial). You may also refer to the Blackboard site for a general outline of material covered, but please do not use this to replace your attendance.

## **Expected Workload**

MARK 303 is a 15-point course. In keeping with this, students should plan to allocate roughly 10 hours of study per week, over the 15-week trimester for MARK 303. This time includes time preparing for and attending lectures and tutorials, preparing for the assignments and studying for the final examination.

## **Prescription**

This is a capstone course for marketing students. A strategic framework is established that places customers at the centre of enterprise activity. Themes include environmental scanning, brand management, and strategy formulation, using an integrated case-based approach.

## **Course Learning Objectives**

By the end of this course students should be able to:

1.	Summarise the volatile and changeable nature of the market place and organise marketing theories and knowledge accordingly
2.	Use techniques for undertaking strategic market analysis and formulating marketing strategies
3.	Use financial problem-solving techniques to inform marketing opportunity analysis
4.	Articulate their own mental model of marketing including the drivers and enablers of customer demand, the CMO role, and stakeholder perspectives
5.	Creatively apply strategic marketing thinking in a way that fosters and rewards sustainable approaches to customer need fulfilment

## Course Content

This is a capstone course which means you are expected to draw from all the disciplines and expertise you have gained as part of your degree. During this process we will establish a strategic framework with a central focus on existing and potential customers. You will receive guidance on how to think strategically, monitor and respond to environmental trends and industry forces. You will learn how to formulate strategy over a longer term of three to five years in a rapidly changing business environment.

<b>Course Schedule</b>				
<b>Week</b>	<b>Starting</b>	<b>Lecture topic</b>	<b>Required readings Text/Chapter</b>	<b>Tutorial (Key Activity)</b>
<b>1</b>	13 July	<b>Course Introduction What is Strategic Marketing?</b> Assignment introduction	Chapter 1	No Tutorial
<b>2</b>	20 July	<b>Strategic Thinking and Strategic Decision Making</b> <ul style="list-style-type: none"> <li>• Overview of the process</li> <li>• Levels of analysis</li> </ul>	Chapters 2 and 12	<b>T1: Understanding the business</b>
<b>3</b>	27 July	<b>Strategic Opportunity</b> <ul style="list-style-type: none"> <li>• Business definition and scope</li> <li>• Review of the external environment – remote forces</li> </ul>	Chapter 3	<b>T2: Beginning our review of the external environment</b>
<b>4</b>	3 Aug	<b>Strategic Opportunity</b> <ul style="list-style-type: none"> <li>• Review of the external environment – near forces</li> <li>• Where is the near market heading?</li> <li>• Critical success factors</li> </ul>	Chapter 3	<b>T3: Continuing our review of the external environment</b>
<b>5</b>	10 Aug	<b>Strategic opportunity</b> <ul style="list-style-type: none"> <li>• Review of internal capabilities</li> <li>• Problems and opportunities</li> </ul>	Chapter 3	<b>T4: Determining critical success factors, reviewing internal capabilities and setting objectives</b>
<b>6</b>	17 Aug	<b>Strategy Development – High-level Decision Making</b> <ul style="list-style-type: none"> <li>• Marketing objectives and high level strategy</li> </ul>	Chapter 4	No Tutorial
<b>ASSIGNMENT PART 1– MARKET ANALYSIS due 11.30am, Friday 21 August</b>				

*Mid Trimester Break, 24 August – 6 September*

<b>7</b>	7 Sep	<b>Strategy Development – High-level Decision Making</b> <ul style="list-style-type: none"> <li>• Marketing Strategies –target market segments, product and brand positioning</li> <li>• <b>Guest speaker</b></li> </ul>	Chapter 5	<b>T5: Arriving at high level strategies and considering implications for tactical decisions</b>
<b>8</b>	14 Sep	<b>High Level Decision Making</b> <ul style="list-style-type: none"> <li>• Customer value creation</li> </ul> <b>Strategy Development-Product-market strategies</b> <ul style="list-style-type: none"> <li>• Market penetration</li> </ul>	Chapters 6 and 7	No Tutorial
<b>ASSIGNMENT – PRESENTATION</b> slides uploaded to blackboard by 10.00am, Monday 21 September				
<b>9</b>	21 Sep	<b>Strategy Development-Product-market strategies</b> <ul style="list-style-type: none"> <li>• Market development strategies</li> <li>• <b>Guest speaker –</b></li> </ul>	Chapter 8	<b>T6: PRESENTATIONS attendance mandatory</b>
<b>10</b>	28 Sep	<ul style="list-style-type: none"> <li>• Incremental innovation strategies</li> <li>• Radical innovation strategies</li> <li>• Implementation, evaluation and control</li> </ul>	Chapters 9, 10 and 11	<b>T7: PRESENTATIONS attendance mandatory</b>
<b>ASSIGNMENT PART 2 – MARKETING PLAN</b> due by 11.30am, Friday, 2 October				
<b>11</b>	5 Oct	<ul style="list-style-type: none"> <li>• The role of the CMO</li> <li>• Sustainability as a force for change</li> <li>• Corporate social responsibility &amp; ethics</li> </ul>		No Tutorial
<b>12</b>	12 Oct	<ul style="list-style-type: none"> <li>• Final reflections on strategic marketing and what strategic marketing is</li> <li>• Course review and examination briefing</li> </ul>	Chapter 12	No Tutorial

## **Readings**

The prescribed text for the course is noted below, and may be purchased from Vic Books:

**Title:** *Strategic Marketing: Decision Making & Planning* (4<sup>th</sup> Edition)  
**Author:** Peter Reed  
**Publishers:** Cengage Learning: Australia, 2015

Several cases from the following text will be used. It can be purchased online as an e-book through Wiley Publishing (<http://www.vitalsource.com/downloads>) for \$50 and it will also be available through the library. I will provide a copy of the cases we use on Blackboard

**Title:** Marketing Mistakes and Successes  
**Authors:** Robert Hartley, Cindy Claycomb  
**Publishers:** Wiley, 2014

Additional short readings and videos are often utilised to supplement the text. When appropriate, these will be posted on Blackboard.

It is important that you become aware of what is going on in business; you are expected to be up to date with current issues in the New Zealand and international business worlds. This means you should regularly read the business section of a reputable newspaper or news site. This reading is essential not only for MARK 303 but also if you want to have a successful business career.

For supplementary material, reading the Economist or Financial Times will give you a good sense of the issues current in business worldwide, as well as changes to the environment in which business operates. Similarly, reading the Sloan Management Review or the Harvard Business Review will show you the ideas that consultants are urging businesses to adopt. For news from the cutting edge of academic marketing, read the Journal of Marketing. There is a variety of other more specialised academic journals which you may need to draw on if you are interested in a particular issue. Additional important information can be found by searching the library catalogue and databases and using Google and Google Scholar ([www.scholar.google.com](http://www.scholar.google.com)).

## **Materials and Equipment**

A silent, non-programmable, calculator will be required for the course and final examination.

## **Assessment**

The Assessment Handbook will apply to all VUW courses: see <http://www.victoria.ac.nz/documents/policy/staff-policy/assessment-handbook.pdf>.

The final grade will be determined 60% on internal assessment and 40% on the final examination. The four items of assessment are listed below. Further details on the assignment will be handed out to the class and posted on the Blackboard site.

1. **Assignment 1:** worth 20%  
Words: 2500  
Due: Friday 21<sup>st</sup> August, 11.30 am  
Learning objectives: 1,2,3,4,5

2. **Presentation:** worth 10%  
Length: 5 minutes  
Due: Monday 21<sup>st</sup> September, 10 am  
Learning objectives: 1,2,3,4,5
3. **Assignment 2:** worth 30%  
Length: 3500  
Due: Friday 2<sup>nd</sup> October, 11.30 am  
Learning objectives: 1,2,3,4,5
4. **Final examination:** worth 40%  
The final examination for this course will take place during the examination period which runs from Friday 23<sup>rd</sup> October – Saturday 14<sup>th</sup> November (inclusive). The date, time and place will be announced during the term. This examination will be closed book and two hours in duration.  
Learning objectives: 1,2,3,4,5

**Group work:** There is no assessed group work in MARK 303 and the assignments *must be written entirely by you*. You will share and discuss ideas in preparation for and during the writing of your assignments but you must write your own assignment in your own words. The assignments can make use of information sources, graphs and charts that are shared in tutorials and through discussions.

Please also note mandatory course requirements (see over).

## Assignments

### **Handing in Assignments**

All assignments must have a Cover Sheet. This can be found on Blackboard. Post your assignment in the MARK 303 Assignment Box, located in Rutherford House on the mezzanine floor by the due date and time. Assignments also need to be submitted electronically to Turnitin on Blackboard by the due date/time.

Any work received after that time will be deemed late and incur penalties (see below). Late assignments must be date stamped and signed-in by a staff member at the reception desk on Level 11, Rutherford House. Do NOT slide them under doors or put them into the box after the due date.

### **Returning Assignments**

Where possible, assignments will be returned to students in class (for example, during lectures or tutorials), or by the lecturer/tutor concerned at a pre-arranged time and place. In accordance with University policy all uncollected assignments will be held by the SMIB office at the reception desk on Level 11, Rutherford House for three months following the end of term, and then disposed of.

### **Penalties**

The following penalties will be imposed:

**Late Penalty:** Assignments received after the deadline will have **10% deducted from the available grade, per day**. For example, an assignment that is one day late will lose 10% of the available grade (i.e. a 78% becomes a 68%). Assignments received seven days after the due date will not be marked. Consequently, this may jeopardise your ability to pass the course. These deadlines also apply to electronic submissions on Turnitin. In addition, electronic files that cannot be accessed will be deemed late and will incur penalties.

**Word Count:** Marks will be deducted at the rate of 5% for each 100 words over a 110% limit.

## **Use of Turnitin**

Student work provided for assessment in this course may be checked for academic integrity by the electronic search engine <http://www.turnitin.com>. Turnitin is an on-line plagiarism prevention tool which compares submitted work with a very large database of existing material. At the discretion of the Head of School, handwritten work may be copy-typed by the School and submitted to Turnitin. A copy of submitted materials will be retained on behalf of the University for detection of future plagiarism, but access to the full text of submissions will not be made available to any other party.

## **Examinations**

Students who enrol in courses with examinations are obliged to attend an examination at the University at any time during the formal examination period. The final examination for this course will be scheduled at some time during the following period:

Friday 23<sup>rd</sup> October – Saturday 14<sup>th</sup> November (inclusive)

## **Mandatory Course Requirements**

In addition to obtaining an overall course mark of 50% or better, students must

- Attend tutorials 6 and 7, and
- Score over 40% in the final examination

Any student who is concerned that they have been (or might be) unable to meet any of the MCRs because of exceptional personal circumstances, should contact the course coordinator as soon as possible.

If you cannot complete an assignment or sit a test or examination, refer to [www.victoria.ac.nz/home/study/exams-and-assessments/aegrotat](http://www.victoria.ac.nz/home/study/exams-and-assessments/aegrotat)

## **Class Representative**

A class representative will be elected in the first class, and that person's name and contact details made available to VUWSA, the course coordinator and the class. The class representative provides a communication channel to liaise with the course coordinator on behalf of students.

## **Communication of Additional Information**

Course information and lecture slides will be posted on the Blackboard website – <http://blackboard.scs.vuw.ac.nz>. Lecture slides available will provide a framework only of the main points presented in the lectures. Additional information and/or announcements which may need to be made from time to time will be posted on the Blackboard site, and made in class when possible. Distribution of course material and handing back of assignments will occur during class or tutorial time unless otherwise noted.

Students are expected to regularly consult Blackboard to check for announcements, and also to regularly check their student e-mail account for individual messages which may become necessary.

## **Student feedback**

Student feedback on University courses may be found at [www.cad.vuw.ac.nz/feedback/feedback\\_display.php](http://www.cad.vuw.ac.nz/feedback/feedback_display.php)

**Link to general information**

For general information about course-related matters, go to  
<http://www.victoria.ac.nz/vbs/studenthelp/general-course-information>

**Note to Students**

Your assessed work may also be used for quality assurance purposes, such as to assess the level of achievement of learning objectives as required for accreditation and academic audit. The findings may be used to inform changes aimed at improving the quality of VBS programmes. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the course.

\*\*\*\*\*