

School of Marketing and International Business

MARK 303 Strategic Marketing Management

Trimester 2, 2016

COURSE OUTLINE

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 marketplace 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.	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.

Course Schedule

Week	Starting	Lecture topic	Required readings Text/Chapter	Tutorial (Key Activity)
1	11 July	Course Introduction What is Strategic Marketing? Assignment introduction	Chapter 1	No Tutorial
2	18 July	Strategic Thinking and Strategic Decision Making <ul style="list-style-type: none"> Overview of the process Levels of analysis 	Chapters 2 and 12	T1: Understanding the business
3	25 July	Strategic Opportunity <ul style="list-style-type: none"> Business definition and scope Review of the external environment – remote forces 	Chapter 3	T2: Beginning our review of the external environment
4	1 Aug	Strategic Opportunity <ul style="list-style-type: none"> Review of the external environment – near forces Where is the near market heading? Critical success factors 	Chapter 3	T3: Continuing our review of the external environment
5	8 Aug	Strategic opportunity <ul style="list-style-type: none"> Review of internal capabilities Problems and opportunities 	Chapter 3	T4: Determining critical success factors, reviewing internal capabilities and setting objectives
6	15 Aug	Strategy Development High-level Decision Making <ul style="list-style-type: none"> Marketing objectives and high level strategy 	Chapter 4	No Tutorial
ASSIGNMENT PART 1– MARKET ANALYSIS due 10.30am, Friday 19 August				
<i>Mid Trimester Break, 22 August – 4 September</i>				
7	5 Sep	Strategy Development High-level Decision Making <ul style="list-style-type: none"> Marketing Strategies –target market segments, product and brand positioning Guest speaker - Whittakers 	Chapter 5	T5: Arriving at high level strategies and considering implications for tactical decisions
8	12 Sep	Strategy development High Level Decision Making <ul style="list-style-type: none"> Customer value creation Product-market strategies Market penetration 	Chapters 6 and 7	No Tutorial
ASSIGNMENT - PRESENTATION Slides uploaded to Blackboard by 10.00am, Monday 19 September				
9	19 Sep	Product-market strategies <ul style="list-style-type: none"> Market development strategies Guest speaker – Uprise (tbc) 	Chapter 8	T6: PRESENTATIONS attendance mandatory
10	26 Sep	Product-market strategies <ul style="list-style-type: none"> Incremental innovation strategies Radical innovation strategies Implementation, evaluation and 	Chapters 9, 10 and 11	T7: PRESENTATIONS attendance mandatory

		control		
ASSIGNMENT PART 2 – MARKETING PLAN due 10.30am, Friday 30 September				
11	3 Oct	<ul style="list-style-type: none"> The role of the CMO Sustainability as a force for change Corporate social responsibility & ethics 		No Tutorial
12	10 Oct	<ul style="list-style-type: none"> Final reflections on strategic marketing Course review and examination briefing 	Chapter 12	No Tutorial

Note: This schedule may be subject to minor changes

Trimester Dates

Teaching Period: Monday 11th July – Friday 14th October

Study Period: Monday 17th October – Thursday 20th October

Examination Period: Friday 21st October – Saturday 12th November (inclusive)

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 22nd July 2016.
2. The standard last date for withdrawal from this course is Friday 23rd September. 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' including supporting documentation. The application form is available from either of the Faculty's Student Customer Service Desks or [online](#).

Names and Contact Details

Course Coordinator/Lecturer
Office: Dr Janine Williams
RH 1127, Rutherford House
Phone: 04-463 5027
Email: janine.williams@vuw.ac.nz
Office Hours: (or by appointment) Fridays, 3.40 pm to 4.30 pm

Lecturer
Office: Professor Nick Ashill
RH 1121, Rutherford House
Phone: 04-463 6917
Email: nicholas.ashill@vuw.ac.nz
Office Hours: (or by appointment) Fridays, 3.40 pm to 4.30 pm

Course Administrator:
Office: Helen Hynes
RH 1130, Rutherford House
Phone: 04-463 5529
Email: helen.hynes@vuw.ac.nz
Office Hours: Monday to Friday 9.30 am to 4.30pm

Class Times and Room Numbers

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

Wednesday 2.40 – 3.30pm Rutherford House, RHLT1
Friday 2.40 – 3.30pm 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. Professor Nick Ashill will teach weeks 1-6 and Dr Janine Williams will teach weeks 7-12. 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/>. Further registration information will be available on Blackboard.

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.

Readings

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

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

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 are 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).

Mandatory course requirements

In addition to achieving an overall pass mark of at least 50%, 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

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 workload includes time spent preparing for and attending lectures and tutorials, preparing for the assignments and studying for the 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 19 August, 10.30 am
Learning objectives: 1,2,4
2. **Presentation:** worth 10%
Length: 5 minutes
Due: Monday 19 September, 10 am
Learning objectives: 2,3,4
3. **Assignment 2:** worth 30%
Length: 3500
Due: Friday 30 September, 10.30 am
Learning objectives: 2,3,4
4. **Final examination:** worth 40%
The final examination for this course will take place during the examination period. 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

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 21st October – Saturday 12th November (inclusive)

Penalties

The following penalties will be imposed:

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

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

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.

Use of Turnitin

Student work provided for assessment in this course will 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.

Materials and Equipment

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

Student feedback

Students feel MARK 303 encourages them to think creatively and critically, Student feedback on University courses may be found at www.cad.vuw.ac.nz/feedback/feedback_display.php.

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 announced 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.

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.
