



# MRKT19040 Strategic Marketing and Planning

## Term 2 - 2019

Profile information current as at 20/04/2024 09:10 am

All details in this unit profile for MRKT19040 have been officially approved by CQU University and represent a learning partnership between the University and you (our student). The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

## General Information

### Overview

Why do some organisations perform better than others and how can an organisation deliver the best return for their marketing investment? These are fundamental questions of marketing strategy and demand rigorous marketing planning. Marketing plans are used in organisations to outline various strategies to create, promote, and divest products and services. In this unit you will be fostering a strategic approach to marketing and then developing and reviewing a marketing plan. Various tools and techniques used in the development, implementation and review of marketing planning will be explored. The unit will enable you to recognise how product and service targets are set and achieved, analyse and translate the marketing environments, and deliver and review a strategic marketing plan.

### Details

Career Level: *Undergraduate*

Unit Level: *Level 3*

Credit Points: 6

Student Contribution Band: 10

Fraction of Full-Time Student Load: 0.125

### Pre-requisites or Co-requisites

Prerequisite: MRKT11029 - Marketing Fundamentals plus completion of 24 credit points from units within the marketing major.

Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the [Assessment Policy and Procedure \(Higher Education Coursework\)](#).

### Offerings For Term 2 - 2019

- Brisbane
- Melbourne
- Mixed Mode
- Perth
- Rockhampton
- Sydney

### Attendance Requirements

All on-campus students are expected to attend scheduled classes – in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

### Website

[This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.](#)

## Class and Assessment Overview

### Recommended Student Time Commitment

Each 6-credit Undergraduate unit at CQUniversity requires an overall time commitment of an average of 12.5 hours of study per week, making a total of 150 hours for the unit.

### Class Timetable

#### [Regional Campuses](#)

Bundaberg, Cairns, Emerald, Gladstone, Mackay, Rockhampton, Townsville

#### [Metropolitan Campuses](#)

Adelaide, Brisbane, Melbourne, Perth, Sydney

### Assessment Overview

#### 1. **Presentation**

Weighting: 10%

#### 2. **Research Assignment**

Weighting: 40%

#### 3. **Report**

Weighting: 50%

### Assessment Grading

This is a graded unit: your overall grade will be calculated from the marks or grades for each assessment task, based on the relative weightings shown in the table above. You must obtain an overall mark for the unit of at least 50%, or an overall grade of 'pass' in order to pass the unit. If any 'pass/fail' tasks are shown in the table above they must also be completed successfully ('pass' grade). You must also meet any minimum mark requirements specified for a particular assessment task, as detailed in the 'assessment task' section (note that in some instances, the minimum mark for a task may be greater than 50%). Consult the [University's Grades and Results Policy](#) for more details of interim results and final grades.

## CQUniversity Policies

**All University policies are available on the [CQUniversity Policy site](#).**

You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure – Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure – International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback – Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the [CQUniversity Policy site](#).

## Previous Student Feedback

### Feedback, Recommendations and Responses

Every unit is reviewed for enhancement each year. At the most recent review, the following staff and student feedback items were identified and recommendations were made.

#### Feedback from Student Feedback from Unit Evaluation Survey

##### Feedback

More guidelines when it comes to assessment tasks

##### Recommendation

Review the current Assessment description and provide more concise, but clearer description. Ensure that all teaching staff are familiar with requirements and expected standards and provide consistent advice to students.

#### Feedback from Student Feedback from Unit Evaluation Survey

##### Feedback

Good quality of teaching and assessment feedback (including interactive and informative Zoom sessions for MIX students)

##### Recommendation

Ensure that marked assessments are returned to students in specified time frame with constructive and detailed feedback as it facilitates learning and improvement in the final Assessment. Ensure that good communication between teaching staff and students continues with prompt replies to student emails and Moodle forum posts.

## Unit Learning Outcomes

### On successful completion of this unit, you will be able to:

1. Explain and critique the importance of strategic marketing and the marketing planning process
2. Evaluate marketing strategy concepts to develop creative solutions in the form of marketing objectives, strategies and tactics
3. Develop the key analytical skills and competencies for effective strategic marketing analysis and planning, implementation and evaluation
4. Construct, evaluate and review the major components of a marketing plan that enables sustainable, superior organisational performance in the market place.

This unit forms the capstone of your marketing major. Aligning with the Australian Business Deans Council academic standards for marketing graduates and with the accreditation criteria for the Australian Marketing Institute, this unit examines and applies the depth of your marketing knowledge gained throughout your studies. You will demonstrate your professional judgement, your ability to undertake systematic problem identification and solution, your communication skills, and your analysis and ethical decision-making skills within a real business situation.

## Alignment of Learning Outcomes, Assessment and Graduate Attributes



### Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes			
	1	2	3	4
<b>1 - Presentation - 10%</b>	•	•		
<b>2 - Research Assignment - 40%</b>		•	•	•

Assessment Tasks	Learning Outcomes			
	1	2	3	4
3 - Report - 50%		•	•	•

### Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes			
	1	2	3	4
1 - Communication	•	•	•	•
2 - Problem Solving		•	•	•
3 - Critical Thinking	•	•	•	•
4 - Information Literacy	•	•	•	•
5 - Team Work				
6 - Information Technology Competence				•
7 - Cross Cultural Competence	•		•	•
8 - Ethical practice	•	•	•	•
9 - Social Innovation				
10 - Aboriginal and Torres Strait Islander Cultures				

### Alignment of Assessment Tasks to Graduate Attributes

Assessment Tasks	Graduate Attributes									
	1	2	3	4	5	6	7	8	9	10
1 - Presentation - 10%	•	•		•		•		•		
2 - Research Assignment - 40%	•	•	•	•			•	•		
3 - Report - 50%	•	•	•	•			•	•		

## Textbooks and Resources

### Textbooks

MRKT19040

#### Prescribed

#### Building a marketing plan - A complete guide

(2011)

Authors: Wong, HY, Radel, K, & Ramsaran-Fowdar, R

Business Expert Press

New York, NY, USA

ISBN: 978-1-60649-159-1

Binding: Paperback

[View textbooks at the CQUniversity Bookshop](#)

### IT Resources

#### You will need access to the following IT resources:

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)

## Referencing Style

All submissions for this unit must use the referencing style: [American Psychological Association 6th Edition \(APA 6th edition\)](#)

For further information, see the Assessment Tasks.

## Teaching Contacts

**Elena Konovalov** Unit Coordinator

[e.konovalov@cqu.edu.au](mailto:e.konovalov@cqu.edu.au)

## Schedule

### Week 1 - 15 Jul 2019

Module/Topic	Chapter	Events and Submissions/Topic
Introduction to Marketing Planning	1	Overview of unit learning and assessment requirements

### Week 2 - 22 Jul 2019

Module/Topic	Chapter	Events and Submissions/Topic
The Situation Analysis	2	<b>Friday of week 2 - last day to add units.</b> Selection/discussion of project focus and scope. <b>Distance Ed Students:</b> Online Zoom tutorial session 1. Tuesday 4-5 PM AEST. Please check Moodle Unit homepage for instructions on accessing Zoom session.

### Week 3 - 29 Jul 2019

Module/Topic	Chapter	Events and Submissions/Topic
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Analysing the Target Market -  
Marketing Research 3

**Project Brief** Due: Week 3 Friday (2  
Aug 2019) 11:00 pm AEST

#### Week 4 - 05 Aug 2019

Module/Topic	Chapter	Events and Submissions/Topic
Analysing the Target Market - Consumer Behaviour & Target Marketing	4	Tuesday of week 4 - last day to withdraw from units without financial liability and academic penalty. <b>Internal students are presenting their Project Brief in class</b>

#### Week 5 - 12 Aug 2019

Module/Topic	Chapter	Events and Submissions/Topic
Writing the Situation Analysis	No set chapter	Discussion of Situation Analysis style & layout <b>Distance Ed Students:</b> Online Zoom session 2. Tuesday 4-5 PM AEST. Please check Moodle Unit homepage for instructions on accessing Zoom session

#### Vacation Week - 19 Aug 2019

Module/Topic	Chapter	Events and Submissions/Topic
Mid Term Break		

#### Week 6 - 26 Aug 2019

Module/Topic	Chapter	Events and Submissions/Topic
Marketing objectives & Strategy Formulation	5	

#### Week 7 - 02 Sep 2019

Module/Topic	Chapter	Events and Submissions/Topic
Planning for Products & Brands	6	Discussion of Situation Analysis Progress <b>Distance Ed Students:</b> Online Zoom session 3. Tuesday 4-5PM AEST. Please check Moodle unit Homepage for instructions on accessing Zoom session.

**Situation Analysis Report** Due:  
Week 7 Friday (6 Sept 2019) 11:00 pm  
AEST

#### Week 8 - 09 Sep 2019

Module/Topic	Chapter	Events and Submissions/Topic
Planning for Pricing	7	

#### Week 9 - 16 Sep 2019

Module/Topic	Chapter	Events and Submissions/Topic
Planning for IMC	8	

#### Week 10 - 23 Sep 2019

Module/Topic	Chapter	Events and Submissions/Topic
Planning for Distribution & Logistics	9	

#### Week 11 - 30 Sep 2019

Module/Topic	Chapter	Events and Submissions/Topic
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Marketing Implementation & Control 10

**Distance Ed Students:** Online Zoom session 4. Tuesday 4-5PM AEST. Please check Moodle unit Homepage for instructions on accessing Zoom session.

### Week 12 - 07 Oct 2019

Module/Topic	Chapter	Events and Submissions/Topic
Writing a Marketing Plan	No set chapter	Discussion to finalise assessment item 3 <b>Distance Ed Students:</b> Online Zoom session 5. Tuesday 4-5PM AEST. Please check Moodle unit Homepage for instructions on accessing Zoom session.

**Marketing Plan Due:** Week 12 Friday (11 Oct 2019) 11:00 pm AEST

### Review/Exam Week - 14 Oct 2019

Module/Topic	Chapter	Events and Submissions/Topic
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### Exam Week - 21 Oct 2019

Module/Topic	Chapter	Events and Submissions/Topic
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## Term Specific Information

This unit forms the capstone of your marketing major. Aligning with the Australian Business Deans Council academic standards for marketing graduates and with the accreditation criteria for the Australian Marketing Institute, this unit examines and applies the depth of your marketing knowledge gained throughout your studies. You will demonstrate your professional judgement, your ability to undertake systematic problem identification and solution, your communication skills, and your analysis and ethical decision-making skills within a real business situation. This unit involves students directly in the writing of detailed, integrated marketing plans and the evaluation of plans. There is also a focus on the actual implementation of the marketing planning process and the Marketing Plan document.

## Assessment Tasks

### 1 Project Brief

#### Assessment Type

Presentation

#### Task Description

##### **Assessment focus for the whole term!!**

Your assessment this term is to develop a complete marketing plan for a small to medium sized enterprise or organisation in your local area or an enterprise or organisation for which you currently work.

This will be accomplished in three stages with a project brief (Assessment 1), a situation analysis (Assessment 2) and the completed marketing plan (Assessment 3). Before you begin, ensure that you understand the requirements for each item as common data from all assessments will be integrated into your final marketing plan. Choose a small to medium sized (SME) enterprise or organisation (it can be a for-profit enterprise or a not-for-profit organisation) with which you can regularly interact – an enterprise or organisation in which you currently work is acceptable providing it is not excluded. **The following companies are excluded: McDonalds, Coca Cola or Pepsi Co. or other multinational companies whose plans are accessible online or through published reports.**

#### **IMPORTANT NOTE:**

**You must gain approval for your company selection by end of week 2:** internal students need to obtain an approval from their lecturer; Distance Education students need to email to unit coordinator with a brief description of the company they are planning to do their marketing plan for. The unit assessment is contingent upon receipt of a signed authorisation letter (on corporate letterhead) from a senior manager of the selected enterprise or organisation (template will be provided on Moodle). The letter needs to confirm that management is aware of your involvement in obtaining

primary source data to develop a marketing plan, and that no part of the work is to be presented for any other purpose other than fulfilling the learning requirements of this unit. This is a Work Integrated Learning unit and as such requires that you work closely with an existing enterprise throughout the term. The unit coordinator reserves the right to make direct contact with your enterprise to confirm authorisation to proceed and that disclosure is restricted.

### **Assessment Task 1 - Project Brief**

Students are required to develop and present a **5-minute pitch** for a real life business that they partnered with. Select a business for which you can readily access marketing information and submit a project brief. The project brief aims to ensure that you have an appropriate company selection and have gained permission both from your lecturer and from the enterprise to continue work.

The project brief comprises:

1. A title slide - your name, the company name. If you are including any company logos ensure to reference these appropriately. Give your project a title!
2. An introduction slide - provide a brief overview of your enterprise or organisation, the aims of the project brief presentation and the structure of the presentation.
3. A Company Background slide - this can include a brief historical background of the enterprise, mission statement, corporate objectives (where these are available), brand identity, and an overview of the types of products/services the enterprise carries.
4. The Pitch slide(s) - here you will discuss your proposed marketing plan for the enterprise. Indicate whether you are developing a marketing plan for the enterprise as a whole business (eg. a marketing plan for the Rockhampton Zoo) or only a part of the enterprise such as a particular service or product (eg. a marketing plan for the coffee shop within the Rockhampton zoo), or a plan to address an acknowledged business issue (eg. a plan to implement and market a new exhibit and enclosure extensions at the Rockhampton Zoo to increase tourist traffic and rebuild the zoo's image after a natural disaster). Include an outline of the key sections of the marketing plan focusing on what your client should expect to receive in terms of the principle data gathering requirements and the outcomes they can expect.
5. A conclusion slide - this is your sales hook for the enterprise. Provide 3 key benefits that the enterprise will expect to gain from having a tailored marketing plan specific to their enterprise needs.
6. Include (attach) the signed (original) letter from senior management as required.
7. A Reference List slide - references must be included in your slides but you don't need to say these in your presentation or voice-over. A reference list must be included as your last slide referenced according to APA referencing requirements (See the APA Guide provided in Moodle).

Grading information:

Your grade for this assessment is comprised of your demonstration of both your oral and written communication skills through your powerpoint slides and in your oral presentation of the information. Be professional and creative!

### **Assessment Due Date**

Week 3 Friday (2 Aug 2019) 11:00 pm AEST

### **Return Date to Students**

Week 5 Friday (16 Aug 2019)

### **Weighting**

10%

### **Assessment Criteria**

A brief marking criteria is provided below. A more detailed marking criteria will be provided in Moodle

- title slide (10%)
- introduction and company background slides (20%)
- pitch and conclusion slides (30%)
- oral presentation skills (15%)
- evidence of research and referencing (15%)
- letter of authorisation (10%)

### **Referencing Style**

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

### **Submission**

Online

### **Submission Instructions**

Internal students: upload a copy of your powerpoint slides in Moodle, including a slide with the signed letter of approval from your enterprise and your presentation script (use slides after the presentation to present your script, all the required elements have to be presented in ONE PowerPoint file). You will then present your pitch in tutorial classes in week 4 of the term and your presentation will be marked by your lecturer (marking will be moderated by unit coordinator). Distance education students: upload your powerpoint slides with an audio voice-over of your presentation

in Moodle, including a slide with the signed letter of approval from your enterprise and your presentation script (use slides after the presentation to present your script, all the required elements have to be presented in ONE PowerPoint file).

### Learning Outcomes Assessed

- Explain and critique the importance of strategic marketing and the marketing planning process
- Evaluate marketing strategy concepts to develop creative solutions in the form of marketing objectives, strategies and tactics

### Graduate Attributes

- Communication
- Problem Solving
- Information Literacy
- Information Technology Competence
- Ethical practice

## 2 Situation Analysis Report

### Assessment Type

Research Assignment

### Task Description

#### Assessment Task 2 – Situation Analysis

The task is now to develop a situation analysis for the enterprise or organisation that you selected for your project proposal. The situation analysis will make up the first half of your completed marketing plan (Assessment 3). Required length of the situation analysis report is 1,500-2,000 words. Ensure to adhere to the length requirement. **Submit via Moodle in .doc or .docx format.**

In formulating the situation analysis provide:

1. **An executive summary** of the report's findings and recommendations for key areas for the final marketing plan (not an introduction, ensure to present key findings of your situation analysis report).

Structural components such as: A Table of Contents, Table of Figures & Tables, Reference List, Appendices (where appropriate) referenced according to APA referencing requirements (See the APA Guide provided in Moodle).

2. **An introduction** – provide a brief introduction/overview of your enterprise or organisation, the aims of the report and the structure of the report.

#### 3. Internal Environment analysis

- Company background and history, description of the enterprise or organisation based on any feedback received from your project brief, mission statement, corporate objectives (where these are available), brand identity, product or service portfolio overview; and the scope of the marketing plan – all this information is from your project brief and should take into account any feedback you have received for corrections, etc.
- Internal resources assessment – Human Resources, Financial, Management and Operational capabilities that will support (or hinder) your marketing activities. Assess the internal resources (financial, human and operational) of the company and current or future strengths and weaknesses. Information must be current and accurate to ensure the final draft is feasible.
- Overview of current (or previous) marketing mix strategies (4Ps or 7Ps) – consider everything from yellow pages to social media activity; use of corporate logo on stationery and uniforms; internet activity; traditional marketing communications (TV, radio, etc); product range; pricing; and distribution activities. Look for strengths and weaknesses.

4. **External Environment analysis** - this is the PESTN analysis; includes a focused discussion of the political, economic, socio-cultural issues (trends), technological and natural environments associated with the company's market environments. Consider shifts in market activity and identify possible current or future opportunities or threats.

5. **A detailed customer analysis** - include target market segmentation (demographics, psychographics, and so forth). Look at the basis of transactions and exchanges with the firm. Who buys, where, when and how, what is bought, to what level, and reasons for purchase. Do purchases relate to discretionary spending or not? Identify any opportunities or threats such as changes in customer demographics.

6. **A detailed competitor analysis** - identify local, direct and indirect competition. Determine relative (or estimated) market share for your principal competitors. Identify the basis of competition. Develop a matrix where possible to compare the features and benefits of products/product lines between your selected entity and at least 3 primary (main) competitors. Again, identify any opportunities or threats such as changes in competitors, new competition, changes in market share.

7. **A SWOT analysis** – briefly and concisely summarise the strengths and weaknesses from within the company and any opportunities and threats from the external environment, competitor and customer analyses. Make sure that your SWOT analysis is reflective of previous sections of the report, i.e. internal, external, customer and competitors analyses.

8. **Conclusion** – introduces no new content, summarises the main findings of the report.

**Make sure to include (attach) the signed (original) authorisation letter from senior management as required.**

**NOTE:** This assessment requires a great deal of time and effort and you will need to critically analyse, interpret and incorporate a large amount of information. Consider very carefully how best to display your information in tables, charts, graphs etc. Don't simply rely on narratives, sentences and paragraphs. You need to be concise and put your information forward in meaningful and visually useful ways so your readers (clients) can quickly and effectively understand your discussion without adding to your word count.

**Assessment Due Date**

Week 7 Friday (6 Sept 2019) 11:00 pm AEST

**Return Date to Students**

Week 9 Friday (20 Sept 2019)

**Weighting**

40%

**Assessment Criteria**

A brief marking criteria is provided below. A more detailed marking criteria will be provided in Moodle:

- Executive Summary and Introduction (15%)
- Internal and external environmental analysis (30%)
- Customer and competitor analysis (30%)
- SWOT Analysis (10%)
- Conclusion (5%)
- Report structure & Referencing – professional report layout including title page, executive summary, use of appropriate headings and sub headings, Table of contents, etc. (10%)
- Letter of authorisation (P - Included; F – Not included)

**Referencing Style**

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

**Submission**

Online

**Submission Instructions**

Submit via Moodle in .doc or .docx format

**Learning Outcomes Assessed**

- Evaluate marketing strategy concepts to develop creative solutions in the form of marketing objectives, strategies and tactics
- Develop the key analytical skills and competencies for effective strategic marketing analysis and planning, implementation and evaluation
- Construct, evaluate and review the major components of a marketing plan that enables sustainable, superior organisational performance in the market place.

**Graduate Attributes**

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Cross Cultural Competence
- Ethical practice

## 3 Marketing Plan

**Assessment Type**

Report

**Task Description**

Finalise (as far as possible) an actionable, realistic, marketing plan for the enterprise or organisation you selected in Assessment 1. Your marketing report should be 2,000 words (not including the material from assessment 1 & 2). **Submit via Moodle in .doc or .docx format.**

In formulating your complete marketing plan provide the following:

1. **An executive summary** which highlights the key features (main findings and recommendations) of the report (NB:

not an introduction). Highlight the major issues or findings linked to any recommendations to ensure both the problems and opportunities at the core of the plan are addressed.

Structural components such as: A Table of Contents, Table of Figures & Tables, Reference List, Appendices (where appropriate) referenced according to APA referencing requirements (See the APA Guide provided in Moodle).

2. **An introduction** which provides the aim and structure of the complete plan
3. A corrected **situation analysis** (assessment 2 incorporating feedback)
4. **A product (or brand or company) lifecycle analysis** (PLC) identifying what stage of PLC your company is currently at.
5. **A BCG matrix** showing product position relative to competition. While the BCG matrix is usually for SBU portfolio analysis, in this case conduct an analysis of your company product(s) or brand(s).
6. **An Ansoff analysis** with justification of selected business strategy
7. A set of **at least 3 principal marketing objectives** (based on your strategic analysis of the enterprise's position from the outcomes of the PLC, the BCG and the Ansoff analysis and considering the enterprise's corporate mission and objectives).
8. Develop a **brand positioning strategy**. Discuss whether you will develop a brand identity for an individual product or product portfolio or whether you will use family umbrella branding strategy. Develop a brand positioning map.
9. Develop a **minimum of 4 strategies** based on your objectives. Each strategy should identify a target market segment and a customised marketing mix for that segment.
10. Develop a framework of **marketing metrics** for your strategies – determine how you will measure success of your strategies and control the outcomes to ensure you reach your objectives.
11. **A conclusion** - concise summary of the main findings linked to introduction.
12. Include (attach) the signed (original) **authorisation letter** from senior management as required.
13. **Reference List** that lists all and only references used in the report.
14. Any appendices.

#### **Assessment Due Date**

Week 12 Friday (11 Oct 2019) 11:00 pm AEST

#### **Return Date to Students**

Exam Week Monday (21 Oct 2019)

The marks for this assessment will be released once the Confirmation of Grades procedure is complete

#### **Weighting**

50%

#### **Assessment Criteria**

A brief marking criteria is provided below. A more detailed marking criteria will be provided in Moodle:

- Executive Summary and Introduction – covering the entire document (10%)
- Revised and improved situation analysis (5%)
- PLC, BCG matrix & Ansoff analysis (20%)
- 3 main marketing objectives, branding strategy and brand positioning map (25%)
- Target market, 4 strategies and a framework of marketing metrics (25%)
- Conclusion (5%)
- Report structure & Referencing – professional report layout including title page, executive summary, use of appropriate headings and sub headings, Table of contents, etc (10%)
- Letter of authorisation (P- Included; F – Not included)

#### **Referencing Style**

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

#### **Submission**

Online

#### **Submission Instructions**

Submit via Moodle in .doc or .docx format

#### **Learning Outcomes Assessed**

- Evaluate marketing strategy concepts to develop creative solutions in the form of marketing objectives, strategies and tactics
- Develop the key analytical skills and competencies for effective strategic marketing analysis and planning, implementation and evaluation
- Construct, evaluate and review the major components of a marketing plan that enables sustainable, superior organisational performance in the market place.

## Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Cross Cultural Competence
- Ethical practice

## Academic Integrity Statement

As a CQUniversity student you are expected to act honestly in all aspects of your academic work.

Any assessable work undertaken or submitted for review or assessment must be your own work. Assessable work is any type of work you do to meet the assessment requirements in the unit, including draft work submitted for review and feedback and final work to be assessed.

When you use the ideas, words or data of others in your assessment, you must thoroughly and clearly acknowledge the source of this information by using the correct referencing style for your unit. Using others' work without proper acknowledgement may be considered a form of intellectual dishonesty.

Participating honestly, respectfully, responsibly, and fairly in your university study ensures the CQUniversity qualification you earn will be valued as a true indication of your individual academic achievement and will continue to receive the respect and recognition it deserves.

As a student, you are responsible for reading and following CQUniversity's policies, including the [Student Academic Integrity Policy and Procedure](#). This policy sets out CQUniversity's expectations of you to act with integrity, examples of academic integrity breaches to avoid, the processes used to address alleged breaches of academic integrity, and potential penalties.

### What is a breach of academic integrity?

A breach of academic integrity includes but is not limited to plagiarism, self-plagiarism, collusion, cheating, contract cheating, and academic misconduct. The Student Academic Integrity Policy and Procedure defines what these terms mean and gives examples.

### Why is academic integrity important?

A breach of academic integrity may result in one or more penalties, including suspension or even expulsion from the University. It can also have negative implications for student visas and future enrolment at CQUniversity or elsewhere. Students who engage in contract cheating also risk being blackmailed by contract cheating services.

### Where can I get assistance?

For academic advice and guidance, the [Academic Learning Centre \(ALC\)](#) can support you in becoming confident in completing assessments with integrity and of high standard.

### What can you do to act with integrity?



**Be Honest**

If your assessment task is done by someone else, it would be dishonest of you to claim it as your own



**Seek Help**

If you are not sure about how to cite or reference in essays, reports etc, then seek help from your lecturer, the library or the Academic Learning Centre (ALC)



**Produce Original Work**

Originality comes from your ability to read widely, think critically, and apply your gained knowledge to address a question or problem