



MRKT19040 Strategic Marketing and Planning

Term 2 - 2020

Profile information current as at 14/12/2025 12:27 pm

All details in this unit profile for MRKT19040 have been officially approved by CQUniversity 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. You will work closely with an identified and approved business or organisation of your choice. 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 the completion of an additional 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 - 2020

- Brisbane
- Melbourne
- Online
- 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

Students commented that sometimes they felt restricted/disadvantaged in preparing their assessments due to lack of information/data from their selected business

Recommendation

Provide clearer explanations on how to select a suitable business to partner and what data will be required for assessments.

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
1 - Presentation - 10%	•			
2 - Research Assignment - 40%		•	•	•
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

(2011)

Authors: Radel , Kylie & Wong , Ho Yin

Business Expert Press

New York , NY , USA

ISBN: 9781606491591

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)
- Microsoft PowerPoint
- Microsoft Word

Referencing Style

All submissions for this unit must use the referencing style: [American Psychological Association 7th Edition \(APA 7th edition\)](#)

For further information, see the Assessment Tasks.

Teaching Contacts

En Li Unit Coordinator

e.li@cqu.edu.au

Schedule

Week 1 - 13 Jul 2020

Module/Topic	Chapter	Events and Submissions/Topic
Introduction to Marketing Planning	1	

Week 2 - 20 Jul 2020

Module/Topic	Chapter	Events and Submissions/Topic
The Situation Analysis	2	

Week 3 - 27 Jul 2020

Module/Topic	Chapter	Events and Submissions/Topic
Analysing the Target Market - Marketing Research	3	Project Brief Presentation Due: Week 3 Friday (31 July 2020) 11:45 pm AEST

Week 4 - 03 Aug 2020

Module/Topic	Chapter	Events and Submissions/Topic
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Analysing the Target Market -
Consumer Behaviour & Target
Marketing

4

Week 5 - 10 Aug 2020

Module/Topic	Chapter	Events and Submissions/Topic
Writing the Situation Analysis	No set chapter	

Vacation Week - 17 Aug 2020

Module/Topic	Chapter	Events and Submissions/Topic
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Week 6 - 24 Aug 2020

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

Week 7 - 31 Aug 2020

Module/Topic	Chapter	Events and Submissions/Topic
Planning for Products & Brands	6	Situation Analysis Report Due: Week 7 Friday (4 Sept 2020) 11:45 pm AEST

Week 8 - 07 Sep 2020

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

Week 9 - 14 Sep 2020

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

Week 10 - 21 Sep 2020

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

Week 11 - 28 Sep 2020

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

Week 12 - 05 Oct 2020

Module/Topic	Chapter	Events and Submissions/Topic
Writing a Marketing Plan	No set chapter	Marketing Plan Due: Week 12 Friday (9 Oct 2020) 11:45 pm AEST

Assessment Tasks

1 Project Brief Presentation

Assessment Type

Presentation

Task Description

Assessment focus for the whole term!!

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

This will be accomplished in three stages with a **project brief presentation** (Assessment 1), a **situation analysis report** (Assessment 2) and a **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 an Australian-based small to medium-sized enterprise (SME) or organisation (it can be a for-profit enterprise or a not-for-profit organisation) in your local area with which you can regularly interact. Alternatively, an enterprise or organisation in which you currently work is also acceptable. **The following companies are excluded: Apple, Coca-Cola, McDonald's, Nike, Pepsi Co., Samsung, and Sony or any other multinational companies whose marketing plans are accessible online or through published reports.**

IMPORTANT NOTE:

You must gain approval for your Australian-based small to medium-sized enterprise (SME) or organisation in your local area or an enterprise organisation for which you currently work by the end of week 2: Students need to email to unit coordinator with a brief description of whom 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. *In special circumstances, the unit coordinator may accept only a signed declaration from students that information obtained or presented will only be used for academic purposes and will not be divulged to any other third party without the consent of the owner/manager of the entity.*

This is a Work Integrated Learning unit and as such requires that you work closely with an existing enterprise or organisation throughout the term. The unit coordinator reserves the right to make direct contact with your enterprise or organisation to confirm authorisation to proceed and that disclosure is restricted.

Assessment Task 1 - Project Brief Presentation

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

Your final grade for this assessment comprises your demonstration of both your oral and written communication skills through a PowerPoint presentation. Be professional and creative!

Your project brief will need to address the following criteria:

1. A title slide – your name, the enterprise or organisation name. If you are including any 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 or organisation, mission statement, corporate objectives (where these are available), brand identity, and an overview of the types of products/services the enterprise or organisation carries.
4. The Pitch slide(s) – here you will discuss your proposed marketing plan for the enterprise or organisation. Indicate whether you are developing a marketing plan for the enterprise or organisation as a whole business (e.g. a marketing plan for the Rockhampton Zoo) or only a part of the enterprise or organisation such as a particular product or service (e.g. a marketing plan for the coffee shop within the Rockhampton zoo), or a plan to address an acknowledged business issue (e.g. 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 or organisation. Provide 3 key benefits that the enterprise or organisation will expect to gain from having a tailored marketing plan specific to their needs.
6. Include (attach) the signed (original) letter from senior management or signed declaration as required.
7. A Reference List slide – **minimum of 10 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).

Instructions

- This is an individual assessment (no groups).
- Presentation will be in PowerPoint format with recorded voice-over addressing the 7 criteria listed above.
- Recorded voice-over should be no longer than 5 minutes in duration.
- A written script should be visible for each slide in the add notes section on PowerPoint.

- Submit your PowerPoint presentation through the unit Moodle site.

Assessment Due Date

Week 3 Friday (31 July 2020) 11:45 pm AEST

Return Date to Students

Week 5 Friday (14 Aug 2020)

The return date will apply to submissions made before or on the due date.

Weighting

10%

Assessment Criteria

- Title slide. Out of 1 mark.
- Introduction and company background slides. Out of 2 marks.
- Pitch and conclusion slides. Out of 3 marks.
- Voice-over is clear and fluent. Out of 1.5 marks.
- Evidence of research and referencing. Out of 1.5 marks.
- Letter of authorisation or signed declaration. Out of 1 mark.
- Total: Out of 10 marks.

Referencing Style

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

Submission

Online

Submission Instructions

Online (through Moodle)

Learning Outcomes Assessed

- Explain and critique the importance of strategic marketing and the marketing planning process

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 Report

Your task now is to develop a situation analysis report for the enterprise or organisation that you selected for your project brief (Assessment 1). The situation analysis report 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.

Your situation analysis report will need to address the following criteria:

1. **Structural components** - Title page, Table of Contents, Table of Figures & Tables, Reference List, Appendices (where appropriate), and referenced according to APA referencing requirements (See the APA Guide provided in Moodle).
2. **An executive summary** - of the report's findings and key recommendations.
3. **An introduction** - provide a brief introduction/overview of your enterprise or organisation, the aims of the report and the structure of the report.
4. **Internal Analysis** - factors within the enterprise or organisation such as its resources, competencies, and competitive advantages currently considered strengths and weaknesses.
5. **External Environment analysis** - this is the PESTN analysis; includes a focused discussion of the political, economic, sociocultural issues (trends), technological and natural environments associated with the enterprise's

or organisation's market environments. Consider shifts in market activity and identify possible current or future opportunities or threats.

6. **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.
7. **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.
8. **A SWOT analysis** - briefly and concisely summarise the strengths and weaknesses from within the enterprise or organisation 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.
9. **Conclusion** - introduces no new content, summarises the main findings of the report.
10. **A Reference List - minimum of 10 references** must be used in your report referenced according to APA referencing requirements (See the APA Guide provided in Moodle).

Make sure to include (attach) the signed (original) authorisation letter from senior management or signed declaration 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.

Instructions

- This is an individual assessment (no groups).
- Situation Analysis Report to be presented as a single Word document (no PDF) that addresses each of the 10 criteria listed above.
- Submit your Word document through the unit Moodle site.

Assessment Due Date

Week 7 Friday (4 Sept 2020) 11:45 pm AEST

Return Date to Students

Week 9 Friday (18 Sept 2020)

The return date will apply to submissions made before or on the due date.

Weighting

40%

Assessment Criteria

- Executive Summary and Introduction. Out of 6 marks.
- Internal and external environmental analysis. Out of 12 marks.
- Customer and competitor analysis. Out of 12 marks.
- SWOT Analysis. Out of 4 marks.
- Conclusion. Out of 2 marks.
- Report structure & Referencing - professional report layout including title page, executive summary, use of appropriate headings and subheadings, Table of contents, etc. Out of 4 marks.
- Total: Out of 40 marks.

Referencing Style

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

Submission

Online

Submission Instructions

Online (through Moodle)

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
- Ethical practice

3 Marketing Plan

Assessment Type

Report

Task Description

Assessment Task 3 – Marketing Plan

Finalise (as far as possible) an actionable, realistic, marketing plan for the enterprise or organisation you selected in Assessment 1. Your marketing plan should be 3,500-4,000 words. Remember your situation analysis report (Assessment 2) will essentially make up the first half of your completed marketing plan.

Your marketing plan will need to address the following criteria:

1. **Structural components** - 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 executive summary** - highlights main findings and recommendations of the marketing plan.
3. **An introduction** - provides the aim and structure of the marketing plan.
4. A corrected **situation analysis** - based on Assessment 2 feedback.
5. **A product (or brand or company) lifecycle analysis (PLC)** - identifying what stage of PLC your enterprise or organisation is currently at.
6. **A BCG matrix** - showing product position relative to competition, in this case conduct an analysis of your company product(s) or brand(s).
7. **An Ansoff analysis** - with justification of selected business strategy.
8. 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.
9. 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 (including a brand positioning map).
10. 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.
11. 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.
12. **A conclusion** - concise summary of the main findings linked to introduction.
13. Include (attach) the signed (original) **authorisation letter** from senior management or signed declaration as required.
14. **A Reference List – minimum of 10 references** must be used in your marketing plan referenced according to APA referencing requirements (See the APA Guide provided in Moodle).
15. Any appendices.

Instructions

- This is an individual assessment (no groups).
- Marketing Plan to be presented as a single Word document (no PDF) that addresses each of the 15 criteria listed above.
- Submit your Word document through the unit Moodle site.

Assessment Due Date

Week 12 Friday (9 Oct 2020) 11:45 pm AEST

Return Date to Students

Marked assessments will be returned following certification of grades (Friday, 6 November 2020).

Weighting

50%

Assessment Criteria

- Executive Summary and Introduction – covering the entire document. Out of 5 marks.
- Revised and improved situation analysis. Out of 2.5 marks.
- PLC, BCG matrix & Ansoff analysis. Out of 10 marks.
- 3 main marketing objectives, branding strategy and brand positioning map. Out of 12.5 marks.
- Target market, 4 strategies and a framework of marketing metrics. Out of 12.5 marks.
- Conclusion. Out of 2.5 marks.
- Report structure & Referencing – professional report layout including title page, executive summary, use of appropriate headings and subheadings, Table of contents, etc. Out of 5 marks.
- Total: Out of 50 marks.

Referencing Style

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

Submission

Online

Submission Instructions

Online (through Moodle)

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
- 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