



# MRKT20056 Strategic Marketing Plan

## Term 2 - 2017

Profile information current as at 03/05/2024 08:01 pm

All details in this unit profile for MRKT20056 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

Designed as a capstone experience in your marketing masters course, this unit aims to take your marketing skills to the next level by developing your strategic thinking capabilities, planning and implementing a marketing plan. Today's competitive business environment requires Australian and global companies to understand the various opportunities and threats facing their business, along with a considered analysis of the organisation's internal strengths and weaknesses. This unit gives you the opportunity to apply your theoretical knowledge and creativity to a real-world marketing planning process, developing and implementing marketing strategies that enable organisations to respond to challenging environments.

### Details

Career Level: *Postgraduate*

Unit Level: *Level 9*

Credit Points: 6

Student Contribution Band: 10

Fraction of Full-Time Student Load: 0.125

### Pre-requisites or Co-requisites

Pre-requisite: Minimum of 18 credit points of postgraduate marketing specialisation units before attempting this capstone unit.

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 - 2017

- Brisbane
- Distance
- Melbourne
- 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 Postgraduate 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. **Written Assessment**

Weighting: 20%

#### 2. **Written Assessment**

Weighting: 30%

#### 3. **Practical and Written Assessment**

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 evaluation

##### Feedback

As demonstrated in the student evaluation surveys, students were particularly happy with the unit content and overall presentation. However, while a number of additional video and document resources were added throughout the term, some students requested that more examples be provided.

##### Recommendation

The textbook that was written specifically to support this unit is now 5 years old and a new version will be developed to incorporate new material and also a number of example vignettes to better highlight the processes of planning along with the theory.

## Unit Learning Outcomes

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

1. describe and communicate a range of strategic concepts and theories and their application to marketing contexts;
2. assess internal environmental characteristics of organisations in relation to strengths and weaknesses; particularly production, R and D, human resources, marketing capacity, financial capacity, distribution and other resources;
3. assess external environmental influences on organisations in relation to opportunities and threats; particularly competition, customers and PESTN environments;
4. demonstrate a theoretical and practical capability to critically assess the situation and to develop marketing strategies to suit different contexts; and
5. plan, develop and evaluate a comprehensive marketing plan.

## Alignment of Learning Outcomes, Assessment and Graduate Attributes



### Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes				
	1	2	3	4	5
<b>1 - Written Assessment - 20%</b>				•	•
<b>2 - Written Assessment - 30%</b>	•	•	•	•	•
<b>3 - Practical and Written Assessment - 50%</b>	•	•	•	•	•

### Alignment of Graduate Attributes to Learning Outcomes



## Textbooks and Resources

### Textbooks

MRKT20056

#### 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: 979-1-60659-159-1

Binding: Paperback

#### Additional Textbook Information

It is also recommended that you have access to the supplementary text:

MuCulloch, R. & Reid A. 2015, Your Business Degree (2nd Edn), Pearson Australia, Melbourne.

[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

**Kylie Radel** Unit Coordinator

[k.radel@cqu.edu.au](mailto:k.radel@cqu.edu.au)

## Schedule

### Week 1 - 10 Jul 2017

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

### Week 2 - 17 Jul 2017

Module/Topic	Chapter	Events and Submissions/Topic
The Situation Analysis	2	<b>FRIDAY WEEK 2 - Last day to add units!</b> Selection/discussion of project focus and scope <b>Distance Ed Students:</b> Zoom session online - Tuesday 5-6 PM AEST. See moodle for instructions to access Zoom.

**Week 3 - 24 Jul 2017**

Module/Topic	Chapter	Events and Submissions/Topic
Analysing the Target Market - Marketing Research	3	<b>A1 - Project Proposal</b> Due: Week 3 Friday (28 July 2017) 9:00 pm AEST

**Week 4 - 31 Jul 2017**

Module/Topic	Chapter	Events and Submissions/Topic
Analysing the Target Market - Consumer Behaviour & Target Marketing	4	<b>TUESDAY WEEK 4 - Last day to withdraw from units without financial liability and academic penalty!</b>

**Week 5 - 07 Aug 2017**

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> Zoom session online - Tuesday 5-6 PM AEST. See moodle for instructions to access Zoom.

**Vacation Week - 14 Aug 2017**

Module/Topic	Chapter	Events and Submissions/Topic
Mid-term break		

**Week 6 - 21 Aug 2017**

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

**Week 7 - 28 Aug 2017**

Module/Topic	Chapter	Events and Submissions/Topic
Planning for Products & Brands	6	Discussion of Situation Analysis Progress <b>Distance Ed Students:</b> Zoom session online - Tuesday 5-6 PM AEST. See moodle for instructions to access Zoom.  <b>A2 - Situation Analysis Report</b> Due: Week 7 Friday (1 Sept 2017) 9:00 pm AEST

**Week 8 - 04 Sep 2017**

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

**Week 9 - 11 Sep 2017**

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

**Week 10 - 18 Sep 2017**

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

**Week 11 - 25 Sep 2017**

Module/Topic	Chapter	Events and Submissions/Topic

Marketing Implementation & Control 10

Marketing Plan presentations scheduled during tutorials in weeks 11 and 12. Discussion of final marketing plan progress.  
**Distance Ed Students:** Zoom session online - Tuesday 5-6 PM AEST. See moodle for instructions to access Zoom.

### Week 12 - 02 Oct 2017

Module/Topic	Chapter	Events and Submissions/Topic
Writing a Marketing Plan & Presentations	No set chapter	Marketing Plan presentations scheduled during tutorials in weeks 11 and 12. Submission of final marketing plans. <b>Distance Ed Students:</b> Zoom session online - Tuesday 5-6 PM AEST. See moodle for instructions to access Zoom.  <b>A3 - Marketing Plan and Presentation</b> Due: Week 12 Friday (6 Oct 2017) 9:00 pm AEST

### Review/Exam Week - 09 Oct 2017

Module/Topic	Chapter	Events and Submissions/Topic
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### Exam Week - 16 Oct 2017

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.

## Assessment Tasks

### 1 A1 - Project Proposal

#### Assessment Type

Written Assessment

#### Task Description

##### Assessment item 1 – Project Proposal

**Due date:** Friday Week 3; 9:00PM AEST – upload your powerpoint presentation into moodle.

**Weighting:** 20%

**Length:**

**10 minute pitch**

- All students to submit PowerPoint Slides (or similar) and script for a 10 minute presentation online via Moodle.
- Internal students will present their pitch as a 10 minute presentation in workshops during week 4 of the term.
- Distance Education students will record a 10 minute voice over with their slides uploaded into Moodle (by Friday of week 3).

#### Assessment focus for the whole term

Your assessment this term is to develop a complete marketing plan for an 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:**

The unit assessment is contingent upon receipt of a signed letter (on corporate letterhead) from a senior manager of the selected enterprise or organisation. 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.

**The unit coordinator reserves the right to make direct contact to confirm authorisation to proceed and that disclosure is restricted.**

You **must** gain approval for your company selection from your lecturer (internal students) or from the unit coordinator (Distance Education students).

**TASK ASSESSMENT 1 - PROJECT PROPOSAL:**

Select a business **for which you can readily access marketing information** and submit a project proposal. The project proposal 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 proposal comprises:

A **title slide** – your name, the company name, etc. **Do not include** any company logos (unless you have referenced these appropriately!!!). Give your project a title!

An **introduction slide** – provide a brief overview of your enterprise or organisation, the aims of the project proposal presentation and the structure of the presentation.

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.

The **Pitch** slide – 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), etc. 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.

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.

Include (attach) the signed (original) letter from senior management as required.

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).

**Submission information:**

Internal students will upload a copy of your powerpoint slides, your presentation script, and a PDF copy of your signed letter of approval from your enterprise. You will then present your pitch in tutorial classes in week 4 of the term.

Distance education students will upload your powerpoint slides with an audio voice-over of your presentation, your presentation script, and a PDF copy of your signed letter of approval from your enterprise.

**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 (28 July 2017) 9:00 pm AEST

Submitted online through Moodle

**Return Date to Students**

Week 5 Friday (11 Aug 2017)

**Weighting**

20%

**Assessment Criteria**

**Assessment 1 Criteria—Project Brief**

Title Slide - nil

Introduction Slide and oral presentation 10



Company Background slide and oral presentation 10  
Pitch Slide and oral presentation 30  
Conclusion Slide and oral presentation 10  
Referencing & Reference List 20  
Letter of authorisation 20  
Total Grade /100

**Total to be reduced to a grade out of 20.**

### Referencing Style

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

### Submission

Online

### Submission Instructions

All students to submit PowerPoint Slides (or similar) and script for a 10 minute presentation online via Moodle. Internal students will present their pitch as a 10 minute presentation in workshops during week 4 of the term. Distance Education students will record a 10 minute voice over with their slides uploaded into Moodle (by Friday of week 3).

### Learning Outcomes Assessed

- demonstrate a theoretical and practical capability to critically assess the situation and to develop marketing strategies to suit different contexts; and
- plan, develop and evaluate a comprehensive marketing plan.

### Graduate Attributes

- Knowledge
- Communication
- Cognitive, technical and creative skills
- Research
- Self-management
- Ethical and Professional Responsibility

## 2 A2 - Situation Analysis Report

### Assessment Type

Written Assessment

### Task Description

#### Assessment item 2—Situation Analysis Report

**Due date:** Friday Week 7; 9:00PM AEST

**Weighting:** 30%

**Length:** 3,000 words (submitted online via Moodle)

### Task Assessment 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).

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

#### 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) - consider everything from yellow pages

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 focussed discussion of the economic, legal, political, technological, social/cultural issues (trends) 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, etc.

#### **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, etc.

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.

**8. Conclusion** – introduces no new content

Include (attach) the signed (original) 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 (1 Sept 2017) 9:00 pm AEST

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

Week 10 Friday (22 Sept 2017)

#### **Weighting**

30%

#### **Assessment Criteria**

##### **Assessment 2 criteria—Situation Analysis Report Criteria**

Executive Summary 10

Introduction – overview, report aim, structure, scope 5

Internal environmental analysis 15

External environmental analysis 15

Customer analysis 15

Competitor analysis 15

SWOT Analysis 10

Conclusion 5

Report structure & Referencing – professional report layout including title page, abstract, use of appropriate headings and sub headings, Table of contents, etc. 10

Letter of authorisation P- Included F - Not included

Total Grade: /100

**Grade reduced to a total out of 30.**

#### **Referencing Style**

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

#### **Submission**

Online

## Submission Instructions

Submit via unit website in Moodle

## Learning Outcomes Assessed

- describe and communicate a range of strategic concepts and theories and their application to marketing contexts;
- assess internal environmental characteristics of organisations in relation to strengths and weaknesses; particularly production, R and D, human resources, marketing capacity, financial capacity, distribution and other resources;
- assess external environmental influences on organisations in relation to opportunities and threats; particularly competition, customers and PESTN environments;
- demonstrate a theoretical and practical capability to critically assess the situation and to develop marketing strategies to suit different contexts; and
- plan, develop and evaluate a comprehensive marketing plan.

## Graduate Attributes

- Knowledge
- Communication
- Cognitive, technical and creative skills
- Research
- Self-management
- Ethical and Professional Responsibility

## 3 A3 - Marketing Plan and Presentation

### Assessment Type

Practical and Written Assessment

### Task Description

#### Assessment 3 – Marketing Plan Presentation + Report

<b>Due date:</b>	Friday Week 12 (completed marketing plan uploaded into moodle); presentations will be held during weeks 11 and 12 to be advised.
<b>Weighting:</b>	50% (30% for the Report component; 20% for the presentation component)
<b>Length:</b>	2,000-2,500 words Report (not including the material from assessments 1 & 2 submitted online via Moodle); 15 minute presentation

### Task Assessment 3 - Marketing plan report

Finalise (as far as possible) an actionable, realistic, marketing plan for the enterprise or organisation you selected in Assessment 1.

**NOTE:** The corrected draft of Assessment 2 must be submitted as the first half of Assessment 3 (it **DOES NOT** count as part of the word limit for assessment item 3).

The marketing plan is to be presented as a complete document including: The situational analysis, Marketing objectives, strategies and implementation plans.

**The final submission will comprise one Executive Summary, one introduction and one conclusion that cover the entire marketing plan (including material from all components).**

In formulating your complete **marketing plan report provide the following:**

- 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).

- An **introduction** which provides the aim and structure of the complete plan.
- A corrected situation analysis (assessment 2 incorporating feedback)
- A product (or brand or company) lifecycle analysis (PLC).
- 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).
- An Ansoff analysis
- 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 (where these have been identified).
- 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.

- 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.
- 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.
- A conclusion
- Reference List
- Include (attach) the signed (original) letter from senior management as required.
- Any appendices.

### **Presentation**

In weeks 11 and/or 12 of the term, students are required to present a 15 minute overview of their marketing plan in a professional seminar delivery. This may include delivery to Faculty, Students and Industry partners where appropriate. Further information will be provided in Week 4 in Moodle once student numbers and times/dates have been finalised.

### **Assessment Due Date**

Week 12 Friday (6 Oct 2017) 9:00 pm AEST

The report will be submitted by Friday of week 12; the presentation will be held during the week at a time to be advised

### **Return Date to Students**

Exam Week Friday (20 Oct 2017)

### **Weighting**

50%

### **Assessment Criteria**

#### **Assessment 3 criteria—Marketing Plan + Presentation**

#### **Criteria & maximum marks allocated per section**

Executive Summary – covering the entire document (20 marks)

Introduction – overview, report aim, structure and scope - Product Lifecycle analysis (or brand life cycle) (10 marks)

BCG matrix & Ansoff analysis (10 marks)

3 main marketing objectives (as a minimum) based on the PLC, BCG and Ansoff analysis. (15 marks)

Branding strategy and brand positioning map (10 marks)

Selection of target market and development of at least 4 strategies based on the objectives and considering the marketing mix. (15 marks)

Develop a framework of marketing metrics for your strategies. (10 marks)

Conclusion - Report structure & Referencing – professional report layout including title page, executive summary, use of appropriate headings and sub headings, Table of contents, etc. (10 marks)

Letter of authorisation P- Included F - Not included

Total Grade for Marketing Plan Report /100

**Reduced to a Grade out of 30.**

#### **Presentation Criteria**

Professionalism and Presentation skills: Presentation was engaging, well presented, excellent voice clarity, pace, fluency, pronunciation, vocabulary, sentence structure, and grammar . (40 marks)

Content: Material was engaging, used appropriate graphics and illustrations, provided clear, achievable marketing plan overview for the enterprise (60 marks)

Total Grade for Presentation /100

**Reduced to a Grade out of 20.**

### **Referencing Style**

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

### **Submission**

Online

### **Submission Instructions**

Submit marketing plan report online via moodle; presentations held during weeks 11 and 12

### **Learning Outcomes Assessed**

- describe and communicate a range of strategic concepts and theories and their application to marketing contexts;
- assess internal environmental characteristics of organisations in relation to strengths and weaknesses; particularly production, R and D, human resources, marketing capacity, financial capacity, distribution and other resources;
- assess external environmental influences on organisations in relation to opportunities and threats; particularly

- competition, customers and PESTN environments;
- demonstrate a theoretical and practical capability to critically assess the situation and to develop marketing strategies to suit different contexts; and
- plan, develop and evaluate a comprehensive marketing plan.

### **Graduate Attributes**

- Knowledge
- Communication
- Cognitive, technical and creative skills
- Research
- Self-management
- Ethical and Professional Responsibility
- Leadership

## 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