



MRKT20056 Strategic Marketing and Metrics

Term 2 - 2018

Profile information current as at 17/05/2024 08:55 pm

All details in this unit profile for MRKT20056 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

Strategic marketing decision-making and planning plays a critical role in the success of businesses, not-for-profit organisations, governments and individuals or experiences. This unit introduces the central strategic marketing concepts and techniques for achieving sustainable success, and explains how to develop and manage your marketing program in the rapidly changing, competitive environments. This unit aims to take your marketing skills to the next level by developing your strategic thinking capabilities, planning and implementing a marketing plan and your capacity to analyse and integrate marketing metrics. 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 strategic marketing 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 completion of 18 credit points of postgraduate marketing specialisation units before attempting this 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 - 2018

- 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. **Presentation**

Weighting: 20%

2. **Research Assignment**

Weighting: 30%

3. **Workplace Project**

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 Responses

Feedback

Students noted that the lecture material and staff were supportive and that the structure of assignment demonstrates how a marketer should implement a strategic Marketing Plan in an authentic environment.

Recommendation

The recommendation is to continue to develop the unit and materials to support the authentic nature of the unit.

Feedback from Student Evaluation Responses

Feedback

Students also noted that materials need to be updated for the assignment.

Recommendation

Students were provided with exemplars from previous terms. However, the recommendation here is to continue this and further supplement the resources with video clips from marketing planning practitioners.

Unit Learning Outcomes

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

1. Evaluate and communicate a range of strategic marketing concepts and theories and their application to business contexts
2. Assess and evaluate 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. Analyse and connect 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 appraise the complex situation and use market data and competitive indicators to adjust marketing strategies and tactics, develop a detailed marketing plan and apply appropriate metrics.

Aligning with the Australian Business Deans Council academic standards and the accreditation criteria for the Australian Marketing Institute, this unit examines and applies the depth and breadth of the marketing knowledge gained throughout your studies. You will demonstrate your professional judgement, your ability to undertake systematic problem identification, analyse and interpret data, and develop evidence-based solutions. You will demonstrate your professional communication 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 - 20%	•			•
2 - Research Assignment - 30%	•	•	•	•

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

Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes			
	1	2	3	4
1 - Knowledge	○	○	○	○
2 - Communication	○	○	○	○
3 - Cognitive, technical and creative skills		○	○	○
4 - Research		○	○	○
5 - Self-management	○	○	○	○
6 - Ethical and Professional Responsibility	○	○	○	○
7 - Leadership	○			○
8 - 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
1 - Presentation - 20%	○	○	○	○	○	○		
2 - Research Assignment - 30%	○	○	○	○	○	○		
3 - Workplace Project - 50%	○	○	○	○	○	○	○	

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

Schedule

Week 1 - 09 Jul 2018

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

Week 2 - 16 Jul 2018

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

Week 3 - 23 Jul 2018

Module/Topic	Chapter	Events and Submissions/Topic
Analysing the Target Market - Marketing Research	3	A1 - Project Proposal Due: Week 3 Friday (27 July 2018) 9:00 pm AEST

Week 4 - 30 Jul 2018

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

Week 5 - 06 Aug 2018

Module/Topic	Chapter	Events and Submissions/Topic
Writing the Situation Analysis	No set chapter	Discussion of Situation Analysis style & layout Distance Ed Students: Zoom session online - Tuesday 5-6 PM AEST. See moodle for instructions to access Zoom.

Vacation Week - 13 Aug 2018

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

Week 6 - 20 Aug 2018

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

Week 7 - 27 Aug 2018

Module/Topic	Chapter	Events and Submissions/Topic
Planning for Products & Brands	6	Discussion of Situation Analysis Progress Distance Ed Students: Zoom session online - Tuesday 5-6 PM AEST. See moodle for instructions to access Zoom. A2 - Situation Analysis Report Due: Week 7 Friday (31 Aug 2018) 9:00 pm AEST

Week 8 - 03 Sep 2018

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

Week 9 - 10 Sep 2018

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

Week 10 - 17 Sep 2018

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

Week 11 - 24 Sep 2018

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 - 01 Oct 2018

Module/Topic	Chapter	Events and Submissions/Topic
Writing a Marketing Plan & Presentations	No set chapter	<p>Marketing Plan presentations scheduled during tutorials in weeks 11 and 12. Submission of final marketing plans.</p> <p>Distance Ed Students: Zoom session online - Tuesday 5-6 PM AEST. See moodle for instructions to access Zoom.</p> <p>A3 - Marketing Plan and Presentation Due: Week 12 Friday (5 Oct 2018) 9:00 pm AEST</p>

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

Presentation

Task Description

Submission Due date: Friday Week 3; **9:00PM AEST**

Weighting: 20%

Length: 10 minute oral presentation

- All students to submit PowerPoint Slides (or similar) and script for a 10 minute presentation online via Moodle.
- Internal students will present their proposal 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, Pepsi Co., Telstra, Optus, or other large national or multinational companies. These businesses are simply too large to enable you to develop an adequate marketing plan within the 12 weeks available.

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.

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

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

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.
- Marketing Plan Proposal 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.

Attachments:

1. Include (attach) the signed (original) letter from senior management as required.
2. A Reference List slide – references must be included throughout your slides (as regular in-text citations) 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 (27 July 2018) 9:00 pm AEST

All students to submit PowerPoint Slides (or similar) and script or your notes for a 10 minute presentation online via Moodle. Internal students will present their proposal as a 10 minute oral 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).

Return Date to Students

Week 5 Friday (10 Aug 2018)

Results will be returned on completion of moderation processes.

Weighting

20%

Assessment Criteria**A1 Marking Criteria—Project Proposal**

- Title Slide - nil
- Introduction, overview of your presentation Slide 5
- Company Background slide 10
- Marketing Plan Proposal Slide(s) 25
- Conclusion 'hook' & 3 key benefits Slide 10

Attachments:

- Reference List Slide(s) 10 (in-text citations are expected throughout your slides)
- Letter of authorisation 20

Professionalism:

- Professionalism (including standard of dress, delivery, audience appeal), presentation and quality of visual/written slides, and oral presentation skills 20

Total awarded out of 100 marks.

Total will 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

- Evaluate and communicate a range of strategic marketing concepts and theories and their application to business contexts
- Demonstrate a theoretical and practical capability to critically appraise the complex situation and use market data and competitive indicators to adjust marketing strategies and tactics, develop a detailed marketing plan and apply appropriate metrics.

Graduate Attributes

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

2 A2 - Situation Analysis Report**Assessment Type**

Research Assignment

Task Description

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

Weighting: 30%

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

A2 TASK - 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 (see Assessment 3 for further information). In formulating the situation analysis provide:

1. An **executive summary** of the report's findings and recommendations for key areas for development in the final marketing plan (**HINT**: consider your SWOT analysis as an excellent source of summary and recommendations for the completed marketing plan directions!!!).
2. An **introduction** – provide a brief introduction/overview of your enterprise or organisation, the aims of the report and the structure of the report.

- **Company background and history**: mission statement, corporate objectives (where these are available), brand identity, product or service portfolio overview; much of this information is from your project proposal and should take into account any feedback you have received for corrections, etc.

3. Internal Environment analysis

- 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 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 do they buy, 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.

Attachments:

- Include (attach) the signed (original) letter from senior management as required.
- Reference list using APA referencing process

Professionalism:

You need to demonstrate excellence in report writing and communication skills including:

- 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).
- Excellent written presentation skills - English expression, grammar, syntax etc.
- Analytical skills - demonstrate through illustrations, graphs, tables, charts, report writing, etc your capacity to analyse the situation and deliver a strong SWOT analysis.

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 (31 Aug 2018) 9:00 pm AEST

Submit via unit website in Moodle.

Return Date to Students

Week 9 Friday (14 Sept 2018)

Results will be released when marking and moderation have been completed.

Weighting

30%

Assessment Criteria

A2 Marking Criteria - Situation Analysis

1. Executive Summary (10 marks)
2. Introduction – overview, report aim, structure, scope, company background (5 marks)
3. Internal environmental analysis (10 marks)
4. External environmental analysis (15 marks)
5. Customer analysis (15 marks)
6. Competitor analysis (15 marks)
7. SWOT Analysis (10 marks)
8. Attachments: Letter of approval/authorisation; reference list (10 marks)
9. Professionalism: 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). Excellent written presentation skills - English expression, grammar, syntax etc. Analytical skills - demonstrate through illustrations, graphs, tables, charts, report writing, etc your capacity to analyse the situation and deliver a strong SWOT analysis. (10 marks)

Referencing Style

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

Submission

Online

Submission Instructions

Submit via unit website in Moodle.

Learning Outcomes Assessed

- Evaluate and communicate a range of strategic marketing concepts and theories and their application to business contexts
- Assess and evaluate 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
- Analyse and connect 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 appraise the complex situation and use market data and competitive indicators to adjust marketing strategies and tactics, develop a detailed marketing plan and apply appropriate metrics.

Graduate Attributes

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

3 A3 - Marketing Plan and Presentation

Assessment Type

Workplace Project

Task Description

Submission Due date: Friday Week 12 (completed marketing plan uploaded into moodle) by **9:00PM AEST**; presentations will be held during weeks 11 and 12 to be advised.

Weighting: 50% (30% for the Report component; 20% for the presentation component)

Length: 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 & PRESENTATION

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). Turnitin results will only be taken into consideration for new material added to the report so your Turnitin score based on material from A1 and A2 submissions of your own previously submitted work in this unit will not be included in our grading for your A3 paper.

The marketing plan is to be presented as one single, complete document including the following sections:

1. Executive Summary (covering the entire marketing plan)
2. Introduction (A2)
3. Situational analysis (A2),
4. Marketing Decision Tools (A3)
5. Marketing objectives (A3)
6. Marketing strategies (A3)
7. Implementation plans and marketing metrics framework (A3)
8. Attachment of your letter of approval
9. Reference List
10. Appendices

In formulating your complete marketing plan report 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.

2. An **introduction** which provides the aim and structure of the complete plan.

3. Situation Analysis

- Insert a corrected final version of the **situation analysis** (assessment 2) incorporating any feedback provided

4. Marketing Decision Tools

- 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

5. Marketing Objectives

- Develop 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).

6. Marketing Strategies

- Develop a **brand positioning strategy statement** and a **brand positioning map**. Discuss whether you will develop a brand identity for an individual product or product portfolio or whether you will use a family (umbrella) branding strategy.
- Develop a minimum of **4 marketing strategies** linking specifically to one or more of your marketing objectives based on any/all of the 7 Ps. Each of these strategies should identify a specific target market segment and a customised marketing mix for that segment.

7. Implementation plans and marketing metrics framework

- Develop a framework of **actions** and **marketing metrics** for your strategies – determine how you will measure success of your strategies and control the outcomes to ensure you reach your objectives.

8. Reference List

9. Attachments:

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

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).

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 and 5 of the term in Moodle once student numbers and times/dates have been finalised.

Assessment Due Date

Week 12 Friday (5 Oct 2018) 9:00 pm AEST

Completed marketing plan uploaded into moodle; The presentation will be held during week 11 and/or 12 at a time to be advised

Return Date to Students

Exam Week Friday (19 Oct 2018)

Results will be release on finalisation of grades and moderation processes.

Weighting

50%

Assessment Criteria

A3 Marking Criteria—Marketing Plan & Presentation

1. Executive Summary – covering the entire document (20 marks)
2. Introduction – overview, report aim, structure and scope (0 marks)
3. Product Life cycle analysis (or brand life cycle) (10 marks)
4. BCG matrix & Ansoff analysis (10 marks)
5. 3 main marketing objectives (as a minimum - based on the PLC, BCG and Ansoff analysis). (15 marks)
6. Branding strategy and brand positioning map (10 marks)
7. 4 Marketing Strategies - Selection of target market and development of at least 4 strategies based on the objectives and considering the marketing mix. (15 marks)
8. Implementation plans and framework of marketing metrics. (10 marks)
9. Referencing using correct APA format. (10 marks)
10. Attachments:
 - Letter of authorisation attached
 - Appendices (as needed)

11. **Professionalism:** professional report layout and style including title page, executive summary, use of appropriate headings and sub headings, Table of contents, Tables of figures and tables, English expression and grammar, creativity, use of tables, charts, graphs, analytical skills, communication skills. (10 marks)

Total for Written Marketing Plan Report to be marked out of 100.

Marks will be reduced to a Grade out of 30.

A3 Oral Presentation Marking 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

Marks will be 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

- Evaluate and communicate a range of strategic marketing concepts and theories and their application to business contexts
- Assess and evaluate 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
- Analyse and connect 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 appraise the complex situation and use market data and competitive indicators to adjust marketing strategies and tactics, develop a detailed marketing plan and apply appropriate metrics.

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