



# MRKT20056 Strategic Marketing and Metrics

## Term 2 - 2019

Profile information current as at 14/05/2024 12:11 am

All details in this unit profile for MRKT20056 have been officially approved by CQUUniversity 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 - 2019

- Brisbane
- Melbourne
- Mixed Mode
- 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 feedback

##### Feedback

Some international students indicated that finding a suitable organisation was difficult in the time available.

##### Recommendation

It is recommended to provide a single case study for students who are unable to locate a suitable company perhaps through a partnership arrangement.

#### Feedback from Student evaluation feedback

##### Feedback

Some students noted that an excursion (site visit) to an organisation would be valuable to their learning in this unit.

##### Recommendation

It is recommended that the opportunity to include an organisation site visit as a potential component of the unit should be investigated further.

## 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

[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

**Parves Sultan** Unit Coordinator

[p.sultan@cqu.edu.au](mailto:p.sultan@cqu.edu.au)

## Schedule

### Week 1 - 15 Jul 2019

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

### Week 2 - 22 Jul 2019

Module/Topic	Chapter	Events and Submissions/Topic
The Situation Analysis	2	Selection/discussion of project focus and scope

### Week 3 - 29 Jul 2019

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

### Week 4 - 05 Aug 2019

Module/Topic	Chapter	Events and Submissions/Topic
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Assessment related discussion

Analysing the Target Market -  
Consumer Behaviour & Target  
Marketing

4

**A1 - Presentation on key  
marketing planning components**  
Due: Week 4 Friday (9 Aug 2019)  
11:55 pm AEST

#### Week 5 - 12 Aug 2019

Module/Topic	Chapter	Events and Submissions/Topic
Writing the Situation Analysis	No set chapter	Discussion of situation analysis style & layout

#### Vacation Week - 19 Aug 2019

Module/Topic	Chapter	Events and Submissions/Topic
Mid-term break		Case studies and assessment related discussion

#### Week 6 - 26 Aug 2019

Module/Topic	Chapter	Events and Submissions/Topic
Marketing objectives & Strategy Formulation	5	Case studies and assessment related discussion

#### Week 7 - 02 Sep 2019

Module/Topic	Chapter	Events and Submissions/Topic
Planning for Products & Brands	6	Case studies and discussion of situation analysis progress

#### Week 8 - 09 Sep 2019

Module/Topic	Chapter	Events and Submissions/Topic
Planning for Pricing	7	Case studies and discussion of situation analysis progress  <b>A2 - Situation Analysis Report</b> Due: Week 8 Friday (13 Sept 2019) 11:55 pm AEST

#### Week 9 - 16 Sep 2019

Module/Topic	Chapter	Events and Submissions/Topic
Planning for IMC	8	Case studies and marketing plan exercise

#### Week 10 - 23 Sep 2019

Module/Topic	Chapter	Events and Submissions/Topic
Planning for Distribution & Logistics	9	Case studies and marketing plan exercise

#### Week 11 - 30 Sep 2019

Module/Topic	Chapter	Events and Submissions/Topic
Marketing Implementation & Control	10	Case studies and marketing plan exercise

#### Week 12 - 07 Oct 2019

Module/Topic	Chapter	Events and Submissions/Topic
Writing a Marketing Plan & Presentations	No set chapter	Summary of the unit  <b>A3 - Marketing Plan</b> Due: Week 12 Friday (11 Oct 2019) 11:55 pm AEST

## 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 - Presentation on key marketing planning components

#### Assessment Type

Presentation

#### Task Description

**Submission Due date: Friday Week 5; 11:55 PM AEST**

**Weighting:** 20%

**Length:** 10 Minutes' presentation

#### The Task:

As a marketing manager to UNCLE TOBYS (<https://www.uncletobys.com.au/>), you are to select a particular UNCLE TOBYS product/brand and develop a complete marketing plan for 2020. For this unit, please note that you will carry the same product/brand for three assessment tasks, including presentation, situation analysis, and marketing plan. Your first assessment task is a presentation.

The general manager of the UNCLE TOBYS has recently tasked you to give a short presentation (10 minutes) on the key planning backgrounds of one of their products. This presentation should include the following:

A brief historical background of the company, and vision-and-mission statements of the company, any data and relevant facts with relevant citations,

The company's product mix,

Details about the chosen product/brand to develop a marketing plan,

The target market characteristics,

The current pricing-distribution-and-promotional strategies of the product,

An analysis of current direct competitors and their market offerings,

The SMART objectives of the marketing plan for 2020, and

The mapped objectives, estimated budget and projected outcomes of each of the objectives.

#### Notes:

- Distance/Flex students to present and submit the PowerPoint Slides with Voiceover (10 minutes max) via the unit Moodle site. Your unit coordinator will schedule Zoom sessions for this presentation in Week 5. Note that you need to upload two files in week 4 (i.e. before your presentation) - (i) PowerPoint Slides with Voiceover and (ii) the script in a Word document.
- F2F student will present the proposal as a 10-minute presentation in workshops in week 5 of the term. Your campus lecturer will schedule this for you. Note that you need to upload two files in week 4 (i.e. before your presentation) - (i) PowerPoint Slides with Voiceover and (ii) the script in a Word document.
- Be professional and creative.
- You can visit nearby or local large and small retail stores to find what UNCLE TOBYS products/brands are available in shelves, how those are organised as compared to competing products/brands and assess comparative retail sales by observing their presence in shelves and consumers' purchase preferences. You can

make a short video (max. 3 mins) and include this in your 10 minutes' presentation.

**Assessment Due Date**

Week 4 Friday (9 Aug 2019) 11:55 pm AEST

All students to submit PowerPoint Slides and script for a 10 minute presentation online, via the unit Moodle site. Please read the assessment task and notes carefully.

**Return Date to Students**

Week 6 Friday (30 Aug 2019)

Results will be returned on completion of moderation processes.

**Weighting**

20%

**Assessment Criteria**

A title slide – 2 marks

A brief historical background of the company, and vision-and-mission statements of the company, any data and relevant facts with relevant citations – 2 marks

The company's product mix – 2 marks

Details about the chosen product/brand to develop a marketing plan – 2 marks

The target market characteristics – 2 marks

The current pricing-distribution-and-promotional strategies of the product – 2 marks

An analysis of current direct competitors and their market offerings – 2 marks

The SMART objectives of the marketing plan for 2020 – 2 marks

The mapped objectives, estimated budget and projected outcomes of each of the objectives – 2 marks

Overall presentation quality, professionalism, and a minimum of five references – 2 marks

**Referencing Style**

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

**Submission**

Online

**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 8; 11:55 PM AEST**

**Weighting:** 30%

**Length:** 2000 words' individual written assessment task



**The Task:**

In the second task, the UNCLE TOBY'S's general manager has asked you to develop a brief report on the current market situation of the product you have chosen. This report should include the following:

Analysis of the product/brand: Develop the product/brand analysis and include a hypothetical Product Lifecycle Analysis, a BCG matrix analysis with at least one nearest competitor, and two-dimensional consumer perception map analysis; and provide your critical reflections for each. Provide recent and relevant citations where appropriate.

Analysis of the macro-environmental forces: Develop a framework with the major macro-environmental forces and include demography, economic, social and cultural, technological, and political and legal factors affecting the marketing practices and competitive environment of the UNCLE TOBY'S product. Provide recent and relevant citations where appropriate.

Analysis of the competitive environment: Follow Michael E. Porter's five forces framework to develop a framework for competitor analysis and include the comparative SWOT analysis for each of the five forces. For this purpose, you need to identify at least one nearest competitor of the UNCLE TOBY'S product. Provide recent and relevant citations where appropriate.

**Notes:**

- Be professional and creative.
- The Turnitin matching rate must be less than 20%.

**Assessment Due Date**

Week 8 Friday (13 Sept 2019) 11:55 pm AEST

Submit via unit website in Moodle. Only .doc or .docx files are accepted.

**Return Date to Students**

Week 10 Friday (27 Sept 2019)

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

**Weighting**

30%

**Assessment Criteria**

A cover page, a table of contents, an executive summary etc. – 2 marks

Analysis of the product/brand – 8 marks

Analysis of the macro-environmental forces – 8 marks

Analysis of the competitive environment – 8 marks

Summary, conclusion, presentation style, formatting, sentence structure, grammar and references (at least 5) – 4 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

### Assessment Type

Workplace Project

### Task Description

**Submission Due date: Friday Week 12; 11:55 PM AEST**

**Weighting:** 50%

**Length:** 3000 words' individual written assessment task

### The Task:

In the final task, the UNCLE TOBYS's general manager has asked you to develop a comprehensive marketing plan for the product you have chosen. The marketing plan will also include the key aspects of your revised presentation and situation analysis report. The final marketing plan should include the following:

An executive summary: covering the entire marketing plan with key findings, objectives, suggestions and budget.

Background: this section will include the key aspects of the revised presentation (i.e., task 1).

Current market situation analysis: this section will include the key aspects of the revised current market situation analysis (i.e., task 2).

Marketing objectives: include the SMART objectives to be achieved in 2020 for the product.

Marketing mix strategies: present a structured framework for the marketing mix strategies with justifications. Provide recent and relevant citations where appropriate.

Marketing budget: provide a specific and detailed budget for the mix strategies.

Marketing measurement and metrics: provide specific metrics and measurement criteria to be used to measure the objectives.

### Notes:

- Be professional and creative.
- The Turnitin matching rate must be less than 20%.

### Assessment Due Date

Week 12 Friday (11 Oct 2019) 11:55 pm AEST

Completed marketing plan needs to be uploaded into moodle. Only .doc or .docx file is accepted.

### Return Date to Students

Exam Week Friday (25 Oct 2019)

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

### Weighting

50%

### Assessment Criteria

A cover page, a table of contents, an executive summary etc. – 5 marks

Background – 5 marks

Current market situation analysis – 5 marks

Marketing objectives – 5 marks

Marketing mix strategies – 15 marks

Marketing budget – 5 marks

Marketing measurement and metrics – 5 marks

Summary and conclusion, presentation style, formatting, appendices, sentence structure, grammar and references (at least 5) - 5 marks

### **Referencing Style**

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

### **Submission**

Online

### **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