



MRKT20056 Strategic Marketing and Metrics

Term 2 - 2020

Profile information current as at 28/04/2024 03:00 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

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: MRKT20052 and a 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 - 2020

- Brisbane
- Melbourne
- Online
- 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. **Written Assessment**

Weighting: 40%

3. **Written Assessment**

Weighting: 40%

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 Have Your Say survey

Feedback

More case studies on corporations would enhance students' learning.

Recommendation

It is recommended that more corporate cases need to be introduced in the teaching and learning practices. Future assessment design may include a case study.

Feedback from Have Your Say survey

Feedback

The unit needs to give a new and innovative experience.

Recommendation

It is recommended that a new unit proposal, replacing the current unit, needs to be initiated.

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 PESTL 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 - Written Assessment - 40%		•	•	•

Assessment Tasks	Learning Outcomes			
	1	2	3	4
3 - Written Assessment - 40%		•	•	•

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 - Written Assessment - 40%	○	○	○	○				
3 - Written Assessment - 40%	○	○	○	○				

Textbooks and Resources

Textbooks

MRKT20056

Supplementary

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

If you prefer to study with a paper copy, they are available at the CQUni Bookshop here: <http://bookshop.cqu.edu.au> (search on the Unit code). eBooks are available at the publisher's website.

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 7th Edition \(APA 7th edition\)](#)

For further information, see the Assessment Tasks.

Teaching Contacts

Kylie Radel Unit Coordinator

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Schedule

Week 1 - 13 Jul 2020

Module/Topic	Chapter	Events and Submissions/Topic
Strategic Marketing, Planning and Metrics	1	Overview of unit learning outcomes, skills, and assessment requirements, and expectations

Week 2 - 20 Jul 2020

Module/Topic	Chapter	Events and Submissions/Topic
Marketing Environment Analysis	2	Integrity, plagiarism, and assessment-related discussion

Week 3 - 27 Jul 2020

Module/Topic	Chapter	Events and Submissions/Topic
Marketing Research and Market Segmentation	3	Assessment related discussion

Week 4 - 03 Aug 2020		
Module/Topic	Chapter	Events and Submissions/Topic
Consumer Behaviour and Market Targeting	4	Assessment related discussion
Week 5 - 10 Aug 2020		
Module/Topic	Chapter	Events and Submissions/Topic
Current Marketing Situation Analysis	No set chapter	Assessment related discussion Individual presentation: the key marketing planning components Due: Week 5 Friday (14 Aug 2020) 5:00 pm AEST
Vacation Week - 17 Aug 2020		
Module/Topic	Chapter	Events and Submissions/Topic
Mid-term break	Mid-term break	Mid-term break
Week 6 - 24 Aug 2020		
Module/Topic	Chapter	Events and Submissions/Topic
Marketing Objectives & Strategy Formulation	5	Assessment related discussion
Week 7 - 31 Aug 2020		
Module/Topic	Chapter	Events and Submissions/Topic
Planning for Products & Brands	6	Assessment related discussion
Week 8 - 07 Sep 2020		
Module/Topic	Chapter	Events and Submissions/Topic
Planning for Pricing	7	Assessment related discussion Individual report: marketing environment analysis Due: Week 8 Friday (11 Sep 2020) 5:00 pm AEST
Week 9 - 14 Sep 2020		
Module/Topic	Chapter	Events and Submissions/Topic
Planning for IMC	8	Assessment related discussion
Week 10 - 21 Sep 2020		
Module/Topic	Chapter	Events and Submissions/Topic
Planning for Distribution & Logistics	9	Assessment related discussion
Week 11 - 28 Sep 2020		
Module/Topic	Chapter	Events and Submissions/Topic
Marketing Implementation & Control	10	Assessment related discussion
Week 12 - 05 Oct 2020		
Module/Topic	Chapter	Events and Submissions/Topic
Writing a Marketing Plan & Presentations	No set chapter	Summary of the unit Marketing plan Due: Week 12 Friday (9 Oct 2020) 5:00 pm AEST

Assessment Tasks

1 Individual presentation: the key marketing planning components

Assessment Type

Presentation

Task Description

Choose a **hotel brand** that you want to work on. Please note that you will carry the same hotel brand for three assessment tasks in this unit, including presentation, situation analysis, and marketing plan. Your first assessment task is a presentation. The first assessment task (i.e., individual presentation) requires you to **present the key planning backgrounds of a hotel brand to overcome lost sales due to the pandemic situation that the World has seen in 2020**. Ideally, this presentation should include the following:

- A brief background, and vision-and-mission statements
- The current product/service mix, and target market analysis,
- The current situation analysis, competitive environment analysis, and problem statement,
- The current marketing mix strategies,
- The SMART objectives of the marketing plan for 2021, and
- The estimated budget and projected outcomes of each of the SMART objectives.

Notes for the assessment task

- Prepare your PowerPoint presentation in 15 slides (maximum). You will have 15 minutes (maximum) to present your task.
- For F2F/Online/DST students: Due to COVID-19 situation, we will not hold any in-class presentation for F2F or Metro campus students. Thus, students are required to upload their PowerPoint presentations with voiceover online through a specified link, and by week 5.
- For hints on how to convert a PowerPoint slide to a presentation with voiceover, please view the link. Adding a voiceover to PowerPoint presentations in 5 easy steps: <http://www.emergingedtech.com/2012/12/add-voice-over-to-powerpoint-presentations-in-5-easy-steps/>. You can also watch some other YouTube videos.
- Please ensure that your presentation includes relevant concepts, theories, tools, and models discussed in the unit. Please use appropriate citations and referencing styles.
- You need to cite and critically reflect at least 3 journal articles and 2 textbook references. Authentic Web sources can also be referenced.
- Please familiarise yourself with the University's assessment policy and procedure, grading policy, assessment extension policy, late submission penalty, plagiarism policies and the like.
- The Turnitin Matching rate must not exceed 20%.
- As per the policy, late submission of an assessment task will attract a 5% deduction of available marks for each day after the due date.
- If you need to submit an assessment extension request, you can only apply through the unit Moodle site at least 24 hours before the deadline ends.
- Please consult your lecturer and tutor about developing this assessment task. The selection and presentation of resources from Google, Wikipedia, Social Media (e.g., Instagram, Facebook, LinkedIn etc.), NetMBA, MarketingTeacher, tutor2u, assessment hire and other third party sources will be assessed negatively.

Assessment Due Date

Week 5 Friday (14 Aug 2020) 5:00 pm AEST

Return Date to Students

Week 7 Friday (4 Sept 2020)

Weighting

20%

Assessment Criteria

- A brief background, and vision-and-mission statements - 2 marks
- The current product/service mix, and target market analysis - 3 marks
- The current situation analysis, competitive environment analysis, and problem statement - 3 marks
- The current marketing mix strategies - 3 marks
- The SMART objectives of the marketing plan for 2021 - 3 marks
- The estimated budget and projected outcomes of each of the SMART objectives - 3 marks
- Professional presentation, including title slide, presentation contents, structure and format of the presentation, citations/references, supporting data and figures with their titles and sources - 3 marks

Referencing Style

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

Submission

Online

Submission Instructions

.pptx

Learning Outcomes Assessed

- Evaluate and communicate a range of strategic marketing concepts and theories and their application to business contexts

Graduate Attributes

- Knowledge
- Communication
- Cognitive, technical and creative skills
- Research

2 Individual report: marketing environment analysis

Assessment Type

Written Assessment

Task Description

The second assessment task requires you to conduct **marketing environment assessment** of a **hotel brand** you have chosen. Prepare a report on the current marketing environment analysis. It is highly recommended to use data and information with relevant citations, where it is available. Ideally, this report should include the following points with your critical reflections for each.

- a hypothetical Lifecycle Analysis,
- a hypothetical BCG matrix analysis with at least one nearest competitor,
- a hypothetical two-dimensional consumer perception map analysis with at least one nearest competitor,
- a hypothetical PESTLE framework with the major macro-environmental forces, including political, economic, social, technological, legal and environmental factors affecting the marketing practices of the hotel brand chosen,
- a hypothetical framework on competitive forces' analysis using Michael E. Porter's five-force framework with at least one nearest competitor, and
- a hypothetical SWOT analysis framework summarising the above.

Notes for the assessment task

- Prepare this task in a report format with a title page, table of contents, executive summary, introduction, body (see in the above), and conclusion.
- The report must be explained with theoretical justifications, critical reflections, and examples with appropriate citations.
- The total word limit for the whole document must not exceed 3000 words, including references.
- You need to have citations/references of at least 8 recent and relevant journal articles, and 2 textbooks. Authentic Web sources are accepted.
- Please ensure that your task includes relevant concepts, theories, tools, and models etc. discussed in this unit.
- The Turnitin Matching rate must not exceed 20%.
- Please upload your assessment task online through a specified assessment link, and by week 8. It must be a word document.
- Please familiarise yourself with the University's assessment policy and procedure, grading policy, assessment extension policy, late submission penalty, plagiarism policies and the like.
- As per the policy, late submission of an assessment task will attract a 5% deduction of available marks for each day after the due date.
- If you need to submit an assessment extension request, you can only apply through the unit Moodle site at least 24 hours before the deadline ends.
- Please consult your lecturer and tutor about developing this assessment task. The selection and presentation of resources from Google, Wikipedia, Social Media (e.g., Instagram, Facebook, LinkedIn etc.), NetMBA, MarketingTeacher, tutor2u, assessment hire and other third party sources will be assessed negatively.

Assessment Due Date

Week 8 Friday (11 Sept 2020) 5:00 pm AEST

Return Date to Students

Week 10 Friday (25 Sept 2020)

Weighting

40%

Assessment Criteria

- A cover page, a table of contents, an executive summary etc. – 3 marks
- Marketing environment analysis (body of the report 6 aspects x 5 marks) – 30 marks
- Critical reflection, conclusion, presentation style, formatting, sentence structure, grammar, and citation/references – 7 marks

Referencing Style

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

Submission

Online

Submission Instructions

.docx

Learning Outcomes Assessed

- 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 PESTL 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

3 Marketing plan

Assessment Type

Written Assessment

Task Description

The final assessment task requires you to develop a comprehensive **strategic marketing plan for the hotel brand** you have chosen **for 2021** to **overcome the lost sales and improve its brand positioning**. The marketing plan will include the key aspects of your revised presentation and situation analysis report. Ideally, the final marketing plan should include the following:

- An executive summary: covering the entire marketing plan with key findings, objectives, suggestions and budget.
- Background: covering the key aspects of the revised presentation (i.e., task 1).
- Current marketing situation analysis: including the key aspects of the revised current marketing environment analysis (i.e., task 2).
- Strategic marketing objectives: including the SMART objectives for 2021.
- Marketing mix strategies: presenting a structured framework for the marketing mix strategies with justifications (7Ps).
- Marketing budget: providing a specific and detailed budget for the mix strategies.
- Marketing measurement and metrics: providing specific metrics and measurement criteria to be used to measure the objectives.

Notes for the assessment task

- Prepare this task in a report format with a title page, table of contents, executive summary, introduction, body (see in the above), and conclusion.
- The report must be explained with theoretical justifications, critical reflections, and examples with appropriate citations.
- The total word limit for the whole document must not exceed 3500 words, including references.
- You need to have citations/references of at least 8 recent and relevant journal articles, and two textbooks;
- Please ensure that your task includes relevant concepts, theories, tools, and models etc. discussed in this unit.

- The Turnitin Matching rate must not exceed 20%.
- Please upload your assessment task online through a specified assessment link, and by week 8. It must be a word document.
- Please familiarise yourself with the University's assessment policy and procedure, grading policy, assessment extension policy, late submission penalty, plagiarism policies and the like.
- As per the policy, late submission of an assessment task will attract a 5% deduction of available marks for each day after the due date.
- If you need to submit an assessment extension request, you can only apply through the unit Moodle site at least 24 hours before the deadline ends.
- Please consult your lecturer and tutor about developing this assessment task. The selection and presentation of resources from Google, Wikipedia, Social Media (e.g., Instagram, Facebook, LinkedIn etc.), NetMBA, MarketingTeacher, tutor2u, assessment hire and other third party sources will be assessed negatively.

Assessment Due Date

Week 12 Friday (9 Oct 2020) 5:00 pm AEST

Return Date to Students

Exam Week Friday (23 Oct 2020)

Weighting

40%

Assessment Criteria

- A cover page, executive summary, a table of contents, etc. - 3 marks
- Background - 3 marks
- Current market situation analysis - 5 marks
- Strategic marketing objectives - 3 marks
- Marketing mix strategies - 14 marks
- Marketing budget - 2 marks
- Marketing measurement and metrics - 5 marks
- Conclusion, presentation style, formatting, appendices, sentence structure, grammar and references - 5 mark

Referencing Style

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

Submission

Online

Submission Instructions

.docx

Learning Outcomes Assessed

- 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 PESTL 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

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