



MRKT20056 Strategic Marketing and Metrics

Term 2 - 2021

Profile information current as at 29/04/2024 05:57 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 - 2021

- 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 Student feedback.

Feedback

Multiple students wrote positively about the teaching staff, and mentioned the teaching staff as the best aspect of this unit.

Recommendation

The teaching staff in the future offerings of this unit will continue to engage future students with interesting, practical, and relevant resources, as well as provide helpful assistance and support for any student in need.

Feedback from Staff reflection.

Feedback

The textbook utilised in 2020 T2 offering of this unit is an excellent source of theories, models, and practical examples for this unit.

Recommendation

This textbook will be continuously adopted in the next offering of this unit, so that students can keep benefitting from this excellent resource.

Feedback from Staff reflection.

Feedback

The 2020 T2 unit offering did not seem to provide students clear assessment tips that can effectively guide students in completing their assessments, which might serve as a contributing factor to the less than ideal success rate of the 2020 T2 unit offering.

Recommendation

It is recommended that future teaching staff of this unit should try to design for their students clear and effective assessments tips or guides, as the strategy to increase future students' success rate in this unit.

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

 N/A Level	 Introductory Level	 Intermediate Level	 Graduate Level	 Professional Level	 Advanced Level
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Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes			
	1	2	3	4
1 - Presentation - 20%	•			
2 - Written Assessment - 40%		•	•	•
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: 978-1-60649-159-1

Binding: Paperback

Additional Textbook Information

If you prefer to study with a paper text, you can purchase one at the CQUni Bookshop here:

<http://bookshop.cqu.edu.au> (search on the Unit code).

IT Resources

You will need access to the following IT resources:

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)
- Microsoft Office

Referencing Style

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

For further information, see the Assessment Tasks.

Teaching Contacts

En Li Unit Coordinator

e.li@cqu.edu.au

Schedule

Week 1 - 12 Jul 2021

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

Week 2 - 19 Jul 2021

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

Week 3 - 26 Jul 2021

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

Week 4 - 02 Aug 2021

Module/Topic	Chapter	Events and Submissions/Topic
Analysing the Target Market - Consumer Behaviour and the Target Marketing Process	4	Strategic Marketing Research Presentation Due: Week 4 Friday (6 Aug 2021) 5:00 pm AEST

Week 5 - 09 Aug 2021

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

Vacation Week - 16 Aug 2021

Module/Topic	Chapter	Events and Submissions/Topic

Week 6 - 23 Aug 2021

Module/Topic	Chapter	Events and Submissions/Topic
Preparing for the Assessment 2	No set chapter	

Week 7 - 30 Aug 2021

Module/Topic	Chapter	Events and Submissions/Topic
Planning for Products and Brands	6	Strategic Situational Analysis Due: Week 7 Friday (3 Sept 2021) 5:00 pm AEST

Week 8 - 06 Sep 2021

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

Week 9 - 13 Sep 2021

Module/Topic	Chapter	Events and Submissions/Topic
Planning for Integrated Marketing Communications	8	

Week 10 - 20 Sep 2021

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

Week 11 - 27 Sep 2021

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

Week 12 - 04 Oct 2021

Module/Topic	Chapter	Events and Submissions/Topic
Preparing for the Assessment 3	No set chapter	Comprehensive Strategic Marketing Analysis Due: Week 12 Friday (8 Oct 2021) 5:00 pm AEST

Review/Exam Week - 11 Oct 2021

Module/Topic	Chapter	Events and Submissions/Topic

Exam Week - 18 Oct 2021

Module/Topic	Chapter	Events and Submissions/Topic

Assessment Tasks

1 Strategic Marketing Research Presentation

Assessment Type

Presentation

Task Description

In this assessment, you are required to browse the following two research articles related to strategic marketing, and choose one article from these two articles as your target article for your presentation.

Hawkins, M. A., & Rome, A. S. (2021). Identity relevant possessions. *Journal of Strategic Marketing*, 29(3), 206-226.

Shah, P. (2017). Why do firms delete brands? Insights from a qualitative study. *Journal of Marketing Management*, 33(5-6), 446-463.

Your task is to present the findings of your chosen article, and apply these findings to an organisation of your choice. That is, you will find a real-world organisation, and design one specific recommendation that can benefit the organisation, based on the findings of your chosen article.

This presentation should be made within 3 minutes and through 4 PowerPoint slides. The slides should follow the subsequent structure:

- Student information and presentation title;
- Findings of the research article;
- Recommendation for the organisation;
- Reference list.

In the "Click to add notes" section of each slide, please provide the corresponding script for that slide. Hence, in that section, you will need to write out or at least outline what you intend to say in your presentation for that slide.

Please pay attention to the following details on presentation and submission methods:

- On-campus students will deliver their presentation in class, and submit their PowerPoint file on Moodle.
- Distance education students will record their presentation through PowerPoint's "Record Slide Show" function, and submit their PowerPoint file (with recording) on Moodle.
- For all students, the Moodle submission of PowerPoint file will be due at 5pm AEST Friday Week 4. However, on-campus students may present in class during or after Week 4, depending on their local lecturer/tutor's scheduling.

Assessment Due Date

Week 4 Friday (6 Aug 2021) 5:00 pm AEST

Return Date to Students

Week 6 Friday (27 Aug 2021)

Weighting

20%

Assessment Criteria

- PowerPoint design, referencing, and presentation clarity - 5 marks
- Findings of the research article - 7.5 marks
- Recommendation for the organisation - 7.5 marks
- Total - 20 marks

Referencing Style

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

Submission

Online

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 Strategic Situational Analysis

Assessment Type

Written Assessment

Task Description

In this individual written assessment, your task is to complete strategic situational analysis for a small organisation of your choice (please choose an organisation that has less than 100 employees, and please do not choose any organisation whose marketing plans are accessible online or through published reports). Please note that this small organisation will be used for both your Assessment 2 and Assessment 3.

Your strategic situational analysis will need to address the following aspects:

- Introduction - provide a brief introduction of your chosen organisation.
- Internal analysis - assess factors within the organisation such as its marketing and management resource/competency.
- External environment analysis - include a focused discussion of the political/legal, economic, social/cultural/demographic, technological and natural environments associated with the organisation.
- Competitor analysis - develop a matrix to compare between the chosen organisation and 3 primary competitors, on their physical/virtual location, their estimated market share, and their products' features/benefits.
- SWOT analysis - concisely summarise the strengths and weaknesses identified through the internal analysis, and the opportunities and threats identified through the external environment analysis and the competitor analysis.

This assessment should be submitted in a single Word document, has a maximum word limit of 1600, and requires a minimum of 10 references.

Assessment Due Date

Week 7 Friday (3 Sept 2021) 5:00 pm AEST

Return Date to Students

Week 9 Friday (17 Sept 2021)

Weighting

40%

Assessment Criteria

- Introduction and internal analysis - 15 marks
- External environment analysis and competitor analysis - 15 marks
- SWOT analysis - 5 marks
- Writing style and referencing - 5 marks
- Total - 40 marks

Referencing Style

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

Submission

Online

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 Comprehensive Strategic Marketing Analysis

Assessment Type

Written Assessment

Task Description

In this individual written assessment, your task is to complete comprehensive strategic marketing analysis for the same small organisation you have chosen for your Assessment 2.

Your comprehensive strategic marketing analysis in your Assessment 3 will need to address the following aspects:

- Re-introduction - provide a brief re-introduction of your chosen organisation and its associated strengths, weaknesses, opportunities, and threats, which should not repeat the same wording in your Assessment 2, but should be based on proper paraphrasing or improved wording.
- Product life cycle analysis - identify what stage of product life cycle your chosen organisation is currently at.
- BCG matrix - develop a BCG matrix for your chosen organisation's products or product lines.
- Ansoff analysis - decide and justify whether your chosen organisation should pursue any of the four possible actions: market penetration, product development, market development, or diversification.
- Marketing objectives - formulate 2 marketing objectives, based on the outcomes of the product life cycle analysis, the BCG matrix, and the Ansoff analysis, as well as the organisation's mission or objectives.
- Marketing strategies - develop for your chosen organisation 2 marketing strategies based on the formulated marketing objectives. Please ensure each strategy identifies a target market segment and a customised marketing mix element for that segment.
- Marketing metrics - determine how your chosen organisation should measure the success of the strategies and ensure the objectives will be met.

This assessment should be submitted in a single Word document, has a maximum word limit of 1600, and requires a minimum of 10 references.

Assessment Due Date

Week 12 Friday (8 Oct 2021) 5:00 pm AEST

Return Date to Students

As this unit has no exam, the formal results for this last piece of assessment can only be released to students on the Certification of Grades date (05-Nov-2021).

Weighting

40%

Assessment Criteria

- Re-introduction, product life cycle analysis, BCG matrix, and Ansoff analysis - 15 marks
- Marketing objectives, marketing strategies, and marketing metrics - 20 marks
- Writing style and referencing - 5 marks
- Total - 40 marks

Referencing Style

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

Submission

Online

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