

Course Outline 2017
MKTG 301: MARKETING STRATEGY (15 POINTS)

Second Semester 1175

Course Prescription

Focuses on development, implementation, and control of marketing strategies needed to attain and sustain an organisation's competitive advantage. Techniques that assist in developing and evaluating the effectiveness of marketing strategies are introduced and contemporary issues in marketing practice are discussed. Instructional methods include the use of case studies and the development of a strategic marketing plan.

Programme and Course Advice

Prerequisite: MKTG 201 or 291, and MKTG 202 or 292

Restriction: MKTG 391

Goals of the Course

- To appreciate the importance of Data and Diplomacy when making strategic business decisions;
- To develop a sound understanding of the nature of dynamic competitive business environments and the implications for marketing strategy;
- To support the personal development of participants in the intellectual journey from 'student' to 'businessperson'.

Learning Outcomes

By the end of the course it is expected that the student will:

1. Understand fundamental marketing strategy concepts and theories;
2. Learn the importance of data driven decision making;
3. Be able to communicate one's rationale for strategic marketing decisions and make reasonable assumptions about marketing outcomes;
4. Have ample opportunity to experiment and take risks in strategic decision making;
5. Understand principles and behaviours underlying effective performance in project-based teams.

Content Outline

Through the central incorporation of a business simulation (the Business Strategy Game), this course aims to provide you with a capstone experience in your Marketing Major. You will be making significant strategic decisions at the overall company-wide level. You will be applying your marketing knowledge from previous courses, and you will also be building an appreciation for how marketing integrates and fits within the wider context of business. You will experience uncertainty, and you will experience ambiguity. You will also quickly begin to realise that a company's strategy must evolve over time. In short, you will gain an understanding of what senior marketing managers within a large global enterprise actually do!

The content outline is as follows:

Bird's-eye view of the course



Learning and Teaching

This course is based on experiential learning, i.e. learning by doing, through the use of a world-leading business simulation. The Business Strategy Game (BSG) enables students to work in teams to make strategic business decisions, and to observe and learn from the outcomes of their decisions in a dynamic yet safe environment. There will be two classes each week, with a two-hour session one day that is followed by a one-hour session the next day. There will be three basic learning and teaching delivery formats in which the three hours per week will typically be approached, i.e. through a combination of a *lecture*, an interactive *BSG workshop*, plus allocated in-class *team time* for BSG planning and decision making.

Teaching Staff

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Learning Resources

The Business Strategy Game (BSG) Simulation: This course uses the BSG simulation and students must therefore purchase an account with BSG in order to access the simulation and its online resources and quizzes. We have negotiated a substantial discounted rate for you. Furthermore, there is no compulsory textbook, which means the additional costs for this paper are minimal.

MKTG 301 Course materials and support: Available electronically through CANVAS, Piazza, and the Business Strategy Game website.

Additional Readings: Available electronically through CANVAS.

Assessment

Individual

5% Business Strategy Game Quiz 1

5% Business Strategy Game Quiz 2

10% Business Strategy Game Post-Simulation Test

40% Final Exam

Team

40% Business Strategy Game Team Performance

Total

100%

Notes:

(1) The 40% team mark for Business Strategy Game Team Performance in this course comprises 25% from the *Business Strategy Game Team Overall Score*, 5% from the *3-Year Strategic Plan Performance Score*, and 10% from a written *Corporate Strategy Report*. There is also a bonus mark system for team engagement worth up to 2.5% additional marks towards this total possible total score of 40%. While it is possible for such bonus marks to take the total Business Strategy Game Team Performance score component of the course up to a perfect score of 40, these bonus marks cannot take this up beyond the maximum score of 40.

(2) Two peer evaluation processes will take place during this course, and there will also be further possible indicators of an individual's contribution to the team process. There will always be natural variations in the relative contributions made by different team members, and that is not a major concern. However, significant outliers will be investigated. In the calculation of their final grades, most students will receive all (100%) of the Business Strategy Game Team Performance marks that were achieved by the team as a whole. There will, however, be exceptions where a student has not contributed to the team process and should therefore not automatically expect to receive all of the team marks that were achieved by the team as a whole.

The broad relationship between the assessments and the course learning outcomes is:

Learning Outcome	Business Strategy Game Performance and related deliverables	BSG Quiz 1 and BSG Quiz 2	BSG Post-Simulation Test	Final Exam
1	X	X	X	X
2	X	X	X	X
3	X			X
4	X			
5	X			

Inclusive Learning

Students are urged to discuss privately any impairment-related requirements face-to-face and/or in written form with any member of the teaching team.

If university or non-university matters are getting on top of you, please contact the University Counselling Services. Every problem has a solution and sharing your concerns will help you work through them.

You can contact them on 923 7681 to make an appointment or see more information at:

<https://www.auckland.ac.nz/en/for/current-students/cs-student-support-and-services/cs-personal-support/cs-counselling-services.html>

Student feedback

Students of this course will be asked to complete three types of evaluations: Two teaching evaluations and one course evaluation. Your feedback will help us improve the course and our teaching in the future.

Expectations Regarding Classroom Behaviour: Please turn your cell phone OFF or to SILENT for lectures. In order to provide a good learning environment for all students, cell phone ringing, texting, or excessive personal chatter during lectures is unacceptable and may cause you to be ejected from lectures and especially, tests. Students are expected to express themselves politely to one another and to their lecturer or tutor, during group discussions. Although you are welcome to bring drinking water to lectures, please be advised that University Lecture Theatre Management policy does not permit food or beverages to be consumed in lecture theatres. Please try to arrive at your lecture before it commences, and if you are unavoidably late or have to leave early, please try to minimise the disruption to the class.

Communicating with the MKTG 301 Teaching Team: The MKTG 301 Teaching Team consists of lecturers, professional teaching fellows, teaching assistants and mentors, and Ms Christina Huang (Group Services Administrator). We will be conducting all class-related discussion in Piazza this semester. Rather than emailing questions to the teaching staff, we encourage you to post your questions on Piazza. The quicker you begin asking questions on Piazza, the quicker you'll benefit from the collective knowledge of your classmates and instructors. The course instructors will also be holding office hours each week with the exact times to be communicated within Canvas. Any administrative queries (e.g. missed tests or assessments, enrolment issues etc.) should be directed to Christina Huang. Team problems or issues should be reported to the course co-ordinator by email or in person, rather than through Piazza.

Please refer to the Department of Marketing Undergraduate Protocol at the end of this course outline for further information regarding Department policies.

DEPARTMENT OF MARKETING UNDERGRADUATE PROTOCOL

We, the Marketing Department, regard our relationship with students as very important. This is why we have written this protocol which describes the key policies and practices that will help you to have a clear understanding of what you can expect from your lecturer and what the lecturer can expect from you. In respect to this, our overriding principles are consistency and fairness in terms of how each student is treated.

Communication

Course-Coordinators, Lecturers and Tutors will always aim to communicate with you in a timely and efficient manner. The main venue where the course information will be provided are lectures and tutorials. Additionally, the main information related to the course, such as deadlines for your assignments, can be found in the Course Outline. Some Course Outlines may be provided electronically while others are available in hardcopy.

We also use CANVAS software to help students keep track of their own progress, e.g. allowing students to check their own marks on the web. Some marketing lecturers may also use CANVAS software to:

- ▶ Provide students with unrestricted access to course materials (lecture notes, case studies and reference materials). Students will be able to access these materials anytime and anywhere via the Internet.
- ▶ Keep students informed with changes to the schedule, upcoming events, and opportunities for part time marketing jobs or social events.

Please note that the information posted on CANVAS does not fully cover information given in lectures. Therefore, if you miss a class, you should ask other students whether you have missed any important announcements (or materials). It is your responsibility to monitor, read, and keep up to date on all course communications.

The email address you have listed in CANVAS must be one that you use and check most frequently. This is the address to which your course lecturers will send any important messages and updates. Your current mailing address and other contact details must always be kept up to date on Student Services Online, the University's online enrolment and student administration system. You can update your personal details by logging on to Student Services Online and then clicking on "Update your details".

Grading

This is the distribution that students are graded on for undergraduate courses in the Department of Marketing:

GRADE	DESCRIPTION	%
A+	Outstanding	90-100
A	Excellent	85-89
A-	Approaching Excellence	80-84
B+	Very good, comfortably meeting expectations	75-79
B	Good, meets expectations	70-74
B-	Good, just meets expectations but minor problems	65-69
C+	Adequate, almost meeting expectations but minor problems	60-64
C	Adequate, not quite meeting expectations because of problems	55-59
C-	Just adequate, not quite meeting expectations because of further problems	50-54
D+	Inadequate, further problems and below expectations	45-49
D	Inadequate, well below expectations because of major problems	40-44
D-	Completely inadequate, well below expectations because of major problems	0-39

Please note: The grade scales are indicative only. Scaling may be applied.

Assignments

Please note that group and individual assignment weightings can NOT be transferred to the final exam/assessment.

When handing in your assignments, please use the appropriate cover sheet, and please use your official name, as is currently used in University records. You will have considerable advance notice about the date that assignments are due. Therefore, you must plan your work to give yourself leeway so unforeseen events such as computer problems or losing an assignment do not prevent you from handing the assignment in on time. Unacceptable reasons for a late assignment also include being overseas or other work or sporting commitments. Acceptable reasons for handing a late assignment might be a longer period of illness prior to the deadline, unexpected incarceration or bereavement. However, in these circumstances you will be required to provide suitable documentation as evidence (e.g. a certificate from the campus Health Centre), as early as possible, but no later than the assignment due date.

Students will be penalised for handing in assignments after the due date. Below is a list of penalties that can be expected:

- 1 day late 10% off grade achieved by student
- 2 days late 20% off grade achieved by student
- 3 days late 30% off grade achieved by student
- 4 days late 40% off grade achieved by student
- 5 days late 50% off grade achieved by student

Note: Assignments handed in five minutes past the deadline are considered one day late. If an assignment is due in on a Friday, then an assignment submitted on Monday is considered to be three days late. Assignments handed in later than five days after the deadline will not be graded. Although these penalties may seem harsh, their purpose is to prepare you for the expectations your employer will have of you (i.e. planning your time efficiently, and meeting deadlines) while maintaining fair and equitable treatment of all students.

For group assignments, all members of the group will be awarded the same group assignment mark, unless the course coordinator is informed of group issues that may have adversely affected the group work. Such issues must be brought to the attention of the course co-ordinator before the assignment due date.

In group assignments where peer assessment is used, students not contributing equally to the group effort may be penalised. Therefore students should inform their team mates, and the teaching staff, if they are unable to contribute equitably to the group assignment at any point. Once again, suitable documentation must be given to the course co-ordinator as early as possible, but no later than the assignment due date.

Grading of Assessments

Students can expect all mid-semester tests and assignments to be graded and returned in tutorials within three weeks (unless otherwise specified by lecturer). Your grades will be viewable on CANVAS as soon as they are available. Always remember to compare your grades on CANVAS with the grades that are written on your test or assignments, and report any discrepancies to your lecturer or tutor without delay.

Importance of Mid-Semester Tests and the Final Exam

Mid-semester tests provide an opportunity for students to test their individual knowledge under controlled conditions, and also allow students to practice for the final exam. The final exam is an integral part of each paper and accounts for a large percentage of your final grade. Failing the final exam may make it very difficult to pass a paper.

It is the student's responsibility to be aware of the location, time, and date of their mid-semester tests and final exams. Students who miss mid-semester tests or final exams because of ill health or bereavement reasons may apply for an aegrotat or for compassionate consideration (see the University Calendar/Examination Regulations for the relevant procedures). Be aware that you have to apply within 7 days after the test/exam. Note: Acceptable reasons for missing tests/exams include documented illness of yourself or your dependent(s), incarceration and bereavement. Reasons such as going on vacation, sporting or work commitments, or getting the date and/or time of test wrong etc. are not acceptable. If you are disabled or have other difficulties necessitating special accommodation for the test/exam (e.g. a longer test time, or a separate testing room), please advise the Course Coordinator as soon as possible.

Class Representatives

The Marketing Department values the role of class representatives and encourages students to act in this capacity. Students are encouraged to talk to class representatives about the course. Lecturers really appreciate the class representatives' feedback. This channel is used as an opportunity to make improvements to the course. There are two formal class representative meetings during a semester. During these meetings, class representatives have the opportunity to talk to the lecturers and the undergraduate co-ordinator about the overall evaluation of the course, and provide ideas and suggestions.

Disputes

If you have a problem with any Marketing course, first approach your lecturer or course co-ordinator. If you are uncomfortable approaching your course co-ordinator then please contact the Marketing Department's undergraduate co-ordinators.

Students who wish to query their final exam and/or final grade must do so through the appropriate channels (for the procedure see the University Calendar/Examination Regulations). You can apply only for a recount (not a remark) of your exam. Please do not contact your lecturers directly because they will not be able to give out any information on final exam marks.

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CHEATING AND PLAGIARISM

The University of Auckland regards cheating as a serious academic offence.

Plagiarism is a form of cheating. In coursework assignments submitted for marking, plagiarism can occur if you use the work and ideas of others without explicit acknowledgment. Work can be plagiarised from many sources, including books, journal articles, the internet, and other students' assignments. A student's assessed work may be reviewed against electronic source material using computerised detection mechanisms. Upon reasonable request, students may be required to provide an electronic version of their work for computerised review.

The way of avoiding plagiarism is to reference your work properly. If you are in doubt about how to reference properly, ask someone – your lecturers, tutors and the Student Learning Centre are good places to start. Please refer to the following website for further information about academic referencing: www.cite.auckland.ac.nz/

The document *Guidelines: Conduct of Coursework* provides further advice on how to avoid plagiarism. It can be found at:

www.business.auckland.ac.nz/conductcoursework

The penalties for plagiarism can be severe, including losing some or all of the marks for the assignment. Major offences can be sent to the University's Discipline Committee, where further penalties can be imposed.

THIRD PARTY ASSISTANCE WITH COURSEWORK

While you are encouraged to improve your coursework writing skills and are permitted to seek assistance from third parties you are advised that there are important limits on the amount and type of assistance that can be given to you in completing your assignments, including group work. Third parties include fellow students, reading groups, friends, parents, SLC tutors, and paid-for professional editing services.

There is a set of guidelines which clearly indicates the type of advice and assistance that can be given. If you are seeking the assistance of any third party you are required to give a copy of the guidelines to the person prior to them helping or assisting you.

You are also required to only seek and accept help using a printed version of your work, not an electronic version. You must keep a copy of this printed version and produce it if required.

A copy of the guidelines is available at: www.business.auckland.ac.nz/thirdpartyassistance

HELP WITH ACADEMIC REFERENCING

Acknowledgement of sources is an important aspect of academic writing. The University's Referen@ite website www.cite.auckland.ac.nz provides students with a one-stop online resource for academic referencing needs. Referen@ite explains the essentials of referencing and how to avoid plagiarism. It also includes practical tools to help students reference correctly, use references effectively in writing, and gives fast access to some major reference formats with examples.