

Course Outline 2009
MARKET 708: ADVANCED MARKETING STRATEGY (10 POINTS)

Course Prescription

An intensive capstone module, using leading-edge concepts and practices to expand on previous course material and to synthesise learnings over the course of the Post Graduate Diploma in Business. The course uses a ground-breaking web-based business simulation to provide experience in strategic decision making and in managing operating consequences for the organisation.

Programme and Course Advice

Prerequisite: Market 713

Goals of the Course

1. To develop understanding of implications of strategic decisions for:
 - overall business performance; and
 - each function.
2. To gain an insight into:
 - cross-functional interactions within the firm;
 - issues in team decision making; and
 - finance & manufacturing operations.
3. To provide an extension & exploration of general PGDipBus business & strategic issues.
4. To stimulate systematic and creative thinking about strategy & decision making.

Learning Outcomes

By the end of this course it is expected that the student will be able to:

1. discuss the implications of strategic decisions for overall business strategy and performance, and for each functional area;
2. explain the dynamic interactions of the various functions within the firm, and their potential contribution to competitive advantage;
3. discuss new and emerging ideas in marketing strategy;
4. evaluate business and marketing strategy from a senior management perspective;
5. discuss the impact of various strategic and operating decisions on shareholder value; and
6. structure business information effectively in a cohesive and persuasive format.

Content Outline

- Course Familiarisation, Software Downloading & Registration
- Overview of Business Strategy, Marketing & New Product Development
- Overview of Operations, Accounting & Finance
- Lab & Project Work
- Decisions
- Debrief & Prize Giving
- Course Summary

Learning and Teaching

This course is offered in Quarters 1 and 3. It is taught in 18 hours over 5 weeks on the city campus. It includes 4 x 2-3 hour evening sessions and 1 x 8 hour workshop. Class size is capped at 24 students.

Students engage in a series of labs and workshops, which involve competing in teams in a web-based business simulation. Seminars and guest speakers offer interactive discussions expanding and challenging simulation performance. Preparation prior to the first workshop is an essential part of the learning process - students are expected to download and familiarise with the software prior to course commencement.

This paper is best taken as a final paper. It is highly recommended as a capstone for all diploma students. It has been designed to challenge and extend students from a functional view to a broader holistic view of marketing and strategy applicable to the wider organisation. It is therefore relevant to those intending to progress to senior management, and to those intending to progress to an MBA.

IMPORTANT: Students should ensure they have a copy of the course book in Week 1 – preparatory work with the business simulation is required prior to the first workshop. Students unable to attend the first workshop should contact the lecturer for teaming details. Students unable to attend the workshop are advised to re-enrol in the next available Quarter.

Teaching Staff

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Learning Resources

Mikes Bikes – a web based business simulation <http://www.smartsims.com>

A course book is provided, which includes relevant readings and comprehensive instructions on accessing and using the simulation.

There is no prescribed text for this course.

Assessment

Details relating to the assignments are provided in the course book, which will be provided to participants prior to course commencement.

The final examination is **2 hours in duration, and open book**.

1. SoloMike performance: Individual 10%
2. Simulation performance: Group 20%
3. Team assignment: Group 20%
4. Final examination: 50%

Learning Outcome	SoloMike	Simulation	Team	Exam
1		x	x	x
2	x	x	x	x
3			x	x
4	x	x	x	x
5	x	x	x	x
6			x	x