UNSW Course Outline

MNGT5251 Marketing Management (Full-time, Session 3, Kensington) - 2024

Published on the 27 Aug 2024

General Course Information

Course Code : MNGT5251
Year : 2024
Term : Term 3
Teaching Period : T3
Is a multi-term course? : No
Faculty : UNSW Business School
Academic Unit : AGSM MBA Programs
Delivery Mode : In Person
Delivery Format : Standard
Delivery Location : Kensington
Campus : Sydney
Study Level : Postgraduate
Units of Credit : 6

Useful Links

[Handbook](#) [Class Timetable](#)

Course Details & Outcomes

Course Description

At the core of every successful business model are the organisation's value propositions.

Leaders of contemporary organisations must understand how the organisation creates and manages value propositions based on understanding the wants and needs of key stakeholders. This list of stakeholders includes existing and potential customers (a.k.a. clients or funding bodies), employees, suppliers, partners or collaborators, investors, government/regulators, and communities. Doing this successfully means that through appreciating the impacts of complex conditions in the external environment, contemporary leaders are better able to create, communicate, deliver, and sustain value for their stakeholders, and capture value for the organisation. This requires an understanding of the core processes and practices of marketing management.

Course Learning Outcomes

Course Learning Outcomes	Program learning outcomes
CLO1 : Describe the contribution of marketing to contemporary organisations (whether commercial, government, not-for-profit or in other settings)	• PLO1 : Business Knowledge
CLO2 : Outline the implications of responsible management practices on managing marketing in a contemporary organisational setting	• PLO5 : Responsible Business Practice
CLO3 : Outline the elements and characteristics of effective value propositions	• PLO1 : Business Knowledge
CLO4 : Analyse information on practical (applied) marketing environments and derive marketing management insights	• PLO2 : Problem Solving
CLO5 : Critique the marketing decisions and practices of leaders in an applied (and/or simulated) marketing setting	• PLO2 : Problem Solving • PLO3 : Business Communication

Course Learning Outcomes	Assessment Item
CLO1 : Describe the contribution of marketing to contemporary organisations (whether commercial, government, not-for-profit or in other settings)	• Individual reflection on simulation • Participation • Part A: Marketing Challenge - Presentation • Part B: Individual reflection on the marketing challenge
CLO2 : Outline the implications of responsible management practices on managing marketing in a contemporary organisational setting	• Individual reflection on simulation
CLO3 : Outline the elements and characteristics of effective value propositions	• Participation • Part A: Marketing Challenge - Presentation • Part B: Individual reflection on the marketing challenge • Individual reflection on simulation
CLO4 : Analyse information on practical (applied) marketing environments and derive marketing management insights	• Participation • Part A: Marketing Challenge - Presentation • Part B: Individual reflection on the marketing challenge • Individual reflection on simulation
CLO5 : Critique the marketing decisions and practices of leaders in an applied (and/or simulated) marketing setting	• Participation • Part A: Marketing Challenge - Presentation • Part B: Individual reflection on the marketing challenge • Individual reflection on simulation

Learning and Teaching Technologies

Moodle - Learning Management System | Zoom

Learning and Teaching in this course

The course and its teaching is focused on building increased comprehension and an ability to:

1. Conceptualise - demonstrate an understanding of a range of proven contemporary marketing best practices designed to deliver effective and efficient value exchanges and captured or expressed in marketing models, concepts and frameworks.
2. Apply - demonstrate an ability to compare and contrast the detail of the best-practice models, concepts and frameworks to a range of settings reflective of marketing challenges in modern commercial, not-for-profit and government organisations.
3. Use reasoned argument - demonstrate a capacity to derive evidence-based insights from analyses, and to use these to inform and support marketing decision-making.

Learning activities and teaching strategies

Students will undertake case analysis and apply theory to real-world marketing scenarios.

Activities are student-centred and require engagement with real-world problems to apply previous and course-related studies.

Additional Course Information

This course aims to:

1. develop an appreciation of marketing management and its contribution to the successful leadership and management of all contemporary organisations and industries
2. develop understanding about key marketing management concepts and frameworks, and apply these to the challenge of managing the co-creation of value
3. develop understanding of the ethical, sustainability and governnance (ESG) implications of marketing decision-making in a contemporary organisation and the elements of responsible marketing practice necessary to address these
4. develop skills to analyse and synthesise information and derive practical insights related to marketing management and marketing decision-making
5. enhance business communication skills required to work effectively with a team to develop solutions to marketing challenges.

Marketing Management looks at an organisation through the eyes of six critical markets

(customer, employee, investor and other key collaborators, influencer, supplier and internal

markets). The course will help you to understand what the range of existing and potential critical stakeholders want or need, and to identify how and why they make well-informed choices about co-creating value with them. This creates the key framework for understanding existing and potential commercial and strategic return (or value) and how it can be maximised.

Structure

Part 1: Marketing Strategy

Unit 1: Introduction to Marketing Management Understanding the focus and disciplines of contemporary marketing management and the contribution it makes to managing the organisation and its business model, achieving the organisation's mission and contributing to the overall corporate goals of the organisation. Understanding also the need for responsible marketing management in a contemporary ethical, sustainable and effectively governed organisation.

Unit 2: Marketing strategies and plans Understanding the essential components of value creation and delivery via the analysis of the critical marketing environments (5Cs) to underpin the chosen elements of the effective, differentiated value propositions for customers, collaborators and the company and how these are created, communicated, delivered, sustained and captured through use of marketing tactics like products, services, brands, pricing, incentives, communication, and distribution.

Unit 3: Customers Understanding the drivers and manifestations of consumer (B2C), business/ organisational buyers (B2B and B2G) and how they arrive at decisions about what, when, and how to engage (or not to engage) with an organisation's value propositions. Understanding the forces that shape customer relationships including what delivers satisfaction and contributes to advocacy/loyalty.

Unit 4: Generating marketing insights Marketing decisions are informed by insights derived from analyses of internal and external data. Through analyses of marketing intelligence, marketing research, and data found in company systems, marketers can make predictions of what marketing tactics, value propositions and responses are appropriate. These analyses and actions are increasingly driven and enabled by marketing technologies (martech) including increasingly widespread uses of artificial intelligence (AI) and machine learning (ML).

Unit 5: Segmentation, targeting and positioning The market is not a single, cohesive or unified 'customer' but an aggregation of often disparate individual wants, needs and behaviours in

seeking to satisfy those wants and needs. Marketing requires an analysis of the total market and recognition of discrete and viable segments, and choices about which segments to target based on attractiveness and ability to compete. Targeted segments must then become the focus of relevant value propositions via a process of positioning.

Part 2: Marketing Tactics

Unit 6: Brands is essentially the process of creating, communicating, delivering and sustaining value for targeted customers (stakeholders) and capturing value for the firm. Brands are unique differentiating elements that identify, distinguish and enable competitive positioning of the value propositions and the capacity to capture value for the firm.

Unit 7: Products At the heart of the value proposition are the tangible goods and/or service elements that the organisation offers to customers/stakeholders for their use, consumption and disposal. It is the products that comprise key components in creating differentiated value for which the organisation asks an exchange of time/money/effort (captured in the prices to be charged).

Unit 8: Price The most direct and demonstrable impacts on the organisation's revenues and profitability (key elements of organisational value) are the decisions made about Price. It also has a direct impact on the customers' appreciation of value - it is what they have to 'pay' to gain the benefits. Therefore, an appreciation of the strategic and tactical use of price to help to drive short and longer term positioning in the market is essential.

Unit 9 Place These strategies provide the connection between the acts and processes of co-creation of value and the opportunity of exchange and its completion. Place is about how the organisation optimises the opportunities for exchange with the optimum numbers of target segments (coverage) and controls the fulfilment processes so that the exchange can happen - where and when it suits the customers and in ways that are profitable for the firm.

Unit 10 Promotion Having created compelling value propositions that lie at the heart of the organisation's business model, marketers must then communicate these to the targeted segments in ways that prompt exchanges to occur. In often saturated communication channels, it is vital that an effective message in appropriate media creates the opportunities for the exchanges to occur and for value to happen.

Responsible Management Curriculum at AGSM:

The Responsible Management Curriculum at AGSM is a whole-of-program systematic approach to embedding responsible management in your MBA education. This includes ethical, sustainable and inclusive decision-making and action. The curriculum offers an optional component enabling you to achieve an additional credential.

Responsible Management Foundations

You will complete this module as part of your *Foundations of Management* course. It will help you to understand the fundamental challenges encountered by leaders today and to acquire the skills that can help you to solve them.

During MBA Core Courses

Responsible Management in Context: Week 1 of every core course includes content on the material issues relating to responsible management in that discipline. This will help you to understand these material issues and to apply your foundational knowledge of responsible management to solving these most challenging problems faced by managers today.

Responsible Management in Action: You will have the opportunity to engage in guided discussions with thought leaders in responsbile management. These sessons are optional. However, they are a requirement for those students seeking to become an AGSM Fellow of Responsible Management.

Post-MBA (optional) - Fellowship of Responsible Management

Students have the opportunity to achieve the credential 'AGSM Fellow of Responsible Management'. This requires participation in *Responsible Management in Action* (see above) each term and submission of a Responsible Management Portfolio prior to graduation. The final requirement is for each applicant to complete a viva in front of a panel of esteemed leaders at graduation. Successful candidates will be awarded the postnominal FRM and a digital credential.

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates	Program learning outcomes
Individual reflection on simulation Assessment Format: Individual Short Extension: Yes (3 days)	20%	Due Date: Thursday of Week 5 by 11.59pm Sydney time	• PLO1 : Business Knowledge • PLO2 : Problem Solving • PLO3 : Business Communication • PLO5 : Responsible Business Practice
Participation Assessment Format: Individual	20%	Due Date: During classes throughout the term	• PLO1 : Business Knowledge • PLO2 : Problem Solving • PLO3 : Business Communication • PLO5 : Responsible Business Practice
Part A: Marketing Challenge - Presentation Assessment Format: Group	30%	Due Date: Monday of Week 12 - exact time of presentation to be confirmed	• PLO1 : Business Knowledge • PLO2 : Problem Solving • PLO3 : Business Communication • PLO5 : Responsible Business Practice
Part B: Individual reflection on the marketing challenge Assessment Format: Individual Short Extension: Yes (3 days)	30%	Due Date: Friday of Week 12 by 11.59pm Sydney time	• PLO1 : Business Knowledge • PLO2 : Problem Solving • PLO3 : Business Communication • PLO5 : Responsible Business Practice

Assessment Details

Individual reflection on simulation

Assessment Overview

The assessment is for students to write an individual reflection on what they have learned from a simulation experience run in teams.

Course Learning Outcomes

- CLO1 : Describe the contribution of marketing to contemporary organisations (whether commercial, government, not-for-profit or in other settings)
- CLO2 : Outline the implications of responsible management practices on managing

marketing in a contemporary organisational setting
- CLO3 : Outline the elements and characteristics of effective value propositions
- CLO4 : Analyse information on practical (applied) marketing environments and derive marketing management insights
- CLO5 : Critique the marketing decisions and practices of leaders in an applied (and/or simulated) marketing setting

<u>Assessment Length</u>

1,500-2,000 words

<u>Generative AI Permission Level</u>

Planning/Design Assistance

You are permitted to use generative AI tools, software or services to generate initial ideas, structures, or outlines. However, you must develop or edit those ideas to such a significant extent that what is submitted is your own work, i.e., what is generated by the tool, software or service should not be a part of your final submission. You should keep copies of your iterations to show your Course Authority if there is any uncertainty about the originality of your work.

If your Convenor has concerns that your answer contains passages of AI-generated text or media that have not been sufficiently modified you may be asked to explain your work, but we recognise that you are permitted to use AI generated text and media as a starting point and some traces may remain. If you are unable to satisfactorily demonstrate your understanding of your submission you may be referred to UNSW Conduct & Integrity Office for investigation for academic misconduct and possible penalties.

For more information on Generative AI and permitted use please see here.

Participation

<u>Assessment Overview</u>

Participation and engagement with fellow students on relevant discussion topics throughout the term.

<u>Course Learning Outcomes</u>

- CLO1 : Describe the contribution of marketing to contemporary organisations (whether commercial, government, not-for-profit or in other settings)
- CLO3 : Outline the elements and characteristics of effective value propositions
- CLO4 : Analyse information on practical (applied) marketing environments and derive marketing management insights
- CLO5 : Critique the marketing decisions and practices of leaders in an applied (and/or simulated) marketing setting

Generative AI Permission Level

Not Applicable

Generative AI is not considered to be of assistance to you in completing this assessment. If you do use generative AI in completing this assessment, you should attribute its use.
For more information on Generative AI and permitted use please see here.

Part A: Marketing Challenge - Presentation

Assessment Overview

All students are required to participate in a Marketing Challenge. The objective of participation in this challenge is for students to apply and practise all of their learning in the course, and present these findings back to the class to facilitate shared learning.

Course Learning Outcomes

- CLO1 : Describe the contribution of marketing to contemporary organisations (whether commercial, government, not-for-profit or in other settings)
- CLO3 : Outline the elements and characteristics of effective value propositions
- CLO4 : Analyse information on practical (applied) marketing environments and derive marketing management insights
- CLO5 : Critique the marketing decisions and practices of leaders in an applied (and/or simulated) marketing setting

Assessment Length

In-class presentation

Generative AI Permission Level

Planning/Design Assistance

You are permitted to use generative AI tools, software or services to generate initial ideas, structures, or outlines. However, you must develop or edit those ideas to such a significant extent that what is submitted is your own work, i.e., what is generated by the tool, software or service should not be a part of your final submission. You should keep copies of your iterations to show your Course Authority if there is any uncertainty about the originality of your work.
If your Convenor has concerns that your answer contains passages of AI-generated text or media that have not been sufficiently modified you may be asked to explain your work, but we recognise that you are permitted to use AI generated text and media as a starting point and some traces may remain. If you are unable to satisfactorily demonstrate your understanding of your submission you may be referred to UNSW Conduct & Integrity Office for investigation for academic misconduct and possible penalties.

For more information on Generative AI and permitted use please see [here](#).

Part B: Individual reflection on the marketing challenge

<u>Assessment Overview</u>

After the team presentations are complete, students are required to write a reflection. The task requires students to consolidate what they have learned from the presentations and reflect on what it means to develop a marketing plan in a real organisation.

<u>Course Learning Outcomes</u>

- CLO1 : Describe the contribution of marketing to contemporary organisations (whether commercial, government, not-for-profit or in other settings)
- CLO3 : Outline the elements and characteristics of effective value propositions
- CLO4 : Analyse information on practical (applied) marketing environments and derive marketing management insights
- CLO5 : Critique the marketing decisions and practices of leaders in an applied (and/or simulated) marketing setting

<u>Assessment Length</u>

2,000-3,000 words

<u>Generative AI Permission Level</u>

Planning/Design Assistance

You are permitted to use generative AI tools, software or services to generate initial ideas, structures, or outlines. However, you must develop or edit those ideas to such a significant extent that what is submitted is your own work, i.e., what is generated by the tool, software or service should not be a part of your final submission. You should keep copies of your iterations to show your Course Authority if there is any uncertainty about the originality of your work.

If your Convenor has concerns that your answer contains passages of AI-generated text or media that have not been sufficiently modified you may be asked to explain your work, but we recognise that you are permitted to use AI generated text and media as a starting point and some traces may remain. If you are unable to satisfactorily demonstrate your understanding of your submission you may be referred to UNSW Conduct & Integrity Office for investigation for academic misconduct and possible penalties.

For more information on Generative AI and permitted use please see [here](#).

General Assessment Information

<u>Grading Basis</u>

Standard

Requirements to pass course

Students are expected to attempt all assessment requirements, and must achieve a composite mark of at least 50 out of 100 to pass the course.

Students are also expected to actively engage in course learning activities. Failure to engage in assessment tasks that are integrated into learning activities (e.g. class discussion, presentations) will be reflected in the marks for these assessable activities.

Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 9 September - 15 September	Topic	Class 1 - Introduction to Marketing Management
	Assessment	Assessment 2: Participation
Week 2 : 16 September - 22 September	Topic	Class 2 - Customers and buying behaviour
	Assessment	Assessment 2: Participation
Week 3 : 23 September - 29 September	Topic	Class 3 - Marketing strategies
	Assessment	Assessment 2: Participation
Week 4 : 30 September - 6 October	Topic	Class 4 - Generating marketing insights Class 5 - Simulation
	Assessment	Assessment 2: Participation
Week 5 : 7 October - 13 October	Other	No class
	Assessment	Assessment 1: Individual reflection on simulation due on Thursday by 11.59pm Sydney time
Week 6 : 14 October - 20 October	Other	Global Network Week/Independent Study Week
Week 7 : 21 October - 27 October	Other	No class
Week 8 : 28 October - 3 November	Topic	Class 6 - Product development
	Assessment	Assessment 2: Participation
Week 9 : 4 November - 10 November	Topic	Class 7 - Price and promotion Class 8 - Social purpose marketing
	Assessment	Assessment 2: Participation
Week 10 : 11 November - 17 November	Topic	Class 9 - Brand
	Assessment	Assessment 2: Participation
Week 11 : 18 November - 24 November	Topic	Class 10 - B2B marketing
	Assessment	Assessment 2: Participation
Week 12 : 25 November - 1 December	Assessment	Assessment 3 Part A: Marketing challenge - Presentation on Monday (exact time to be confirmed) Assessment 4 Part B: Individual reflection on the marketing challenge due Friday by 11.59pm Sydney time

Attendance Requirements

Students must attend the scheduled three-hour classes across the term.

Course Resources

Prescribed Resources

You have three major resources to help you learn:

1. The course materials, comprising the weekly study units.
2. Your classes with your Facilitator. The Facilitator's job is to guide your learning by conducting class discussion, answering questions that might arise after you have done the week's work, providing insights from their practical experience and understanding of theory, providing you with feedback on your assessments, and directing discussions and debates that will occur between you and your co-participants in the classroom.
3. Your fellow students. Your colleagues are an invaluable potential source of learning for you. Their work and life, and their willingness to question and argue with the course materials, the Facilitator and your views, represent a great learning opportunity. They bring much valuable insight to the learning experience.

Other resources

BusinessThink

BusinessThink is UNSWs free, online business publication. It is a platform for business research, analysis and opinion. If you would like to subscribe to BusinessThink and receive the free monthly e-newsletter with the latest in research, opinion and business then go to the [BusinessThink website](#).

Course Evaluation and Development

Adjustments have been made to some assessment items to take account of feedback received from previous students of the course. Based on feedback from 2023, theory and frameworks will be made more explicit during classes. Greater emphasis will be placed on the changing marketing ecosystem, including the impact of digital tools and AI.

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Facilitator in charge	Patrick Sharry					No	Yes

Other Useful Information

Academic Information

COURSE POLICIES AND SUPPORT

The Business School expects that you are familiar with the contents of this course outline and the UNSW and Business School learning expectations, rules, policies and support services as listed below:

- Program Learning Outcomes
- Academic Integrity and Plagiarism
- Student Responsibilities and Conduct
- Special Consideration
- Protocol for Viewing Final Exam Scripts
- Student Learning Support Services

Further information is provided on the Policies and Guidelines page.

Students may not circulate or post online any course materials such as handouts, exams, syllabi or similar resources from their courses without the written permission of their instructor.

STUDENT LEARNING OUTCOMES

The Course Learning Outcomes (CLOs) – under the Outcomes tab – are what you should be able to demonstrate by the end of this course, if you participate fully in learning activities and successfully complete the assessment items.

CLOs also contribute to your achievement of the Program Learning Outcomes (PLOs), which are developed across the duration of a program. PLOs are, in turn, directly linked to UNSW graduate capabilities. More information on Coursework PLOs is available on the Policies and Guidelines page. For PG Research PLOs, including MPDBS, please refer to UNSW HDR learning outcomes.

Academic Honesty and Plagarism

As a student at UNSW you are expected to display academic integrity in your work and interactions. Where a student breaches the UNSW Code of Conduct with respect to academic integrity, the University may take disciplinary action. To assure academic integrity, you may be required to demonstrate reasoning, research and the process of constructing work submitted for

assessment.

To assist you in understanding what academic integrity means, and how to ensure that you do comply with the UNSW Code of Conduct, it is strongly recommended that you complete the Working with Academic Integrity module before submitting your first assessment task. It is a free, online self-paced Moodle module that should take about one hour to complete.

Submission of Assessment Tasks

SHORT EXTENSIONS

Short Extension is a new process that allows you to apply for an extended deadline on your assessment without the need to provide supporting documentation, offering immediate approval during brief, life-disrupting events. Requests are automatically approved once submitted.

Short extensions are ONLY available for some assessments. Check your course outline or Moodle to see if this is offered for your assessments. Where a short extension exists, all students enrolled in that course in that term are eligible to apply. Further details are available the UNSW Current Students page.

SPECIAL CONSIDERATION

You can apply for special consideration when illness or other circumstances beyond your control interfere with your performance in a specific assessment task or tasks, including online exams. Special consideration is primarily intended to provide you with an extra opportunity to demonstrate the level of performance of which you are capable.

Applications can only be made online and will NOT be accepted by teaching staff. Applications will be assessed centrally by the Case Review Team, who will update the online application with the outcome and add any relevant comments. The change to the status of the application immediately sends an email to the student and to the assessor with the outcome of the application. The majority of applications will be processed within 3-5 working days.

For further information, and to apply, see Special Consideration on the UNSW Current Students page.

LATE SUBMISSION PENALTIES

LATE SUBMISSION PENALTIES

For assessments other than examinations, late submission will incur a penalty of 5% per day or part thereof (including weekends) from the due date and time. An assessment will not be accepted after 5 days (120 hours) of the original deadline unless special consideration has been approved. In the case of an approved Equitable Learning Plan (ELP) provision, special consideration or short extension, the late penalty applies from the date of approved time extension. After five days from the extended deadline, the assessment cannot be submited.

An assessment is considered late if the requested format, such as hard copy or electronic copy, has not been submitted on time or where the 'wrong' assessment has been submitted.

For assessments which account for 10% or less of the overall course grade, and where answers are immediately discussed or debriefed, the LIC may stipulate a different penalty. Details of such late penalties will be available on the course Moodle page.

FEEDBACK ON YOUR ASSESSMENT TASK PERFORMANCE

Feedback on student performance from formative and summative assessment tasks will be provided to students in a timely manner. Assessment tasks completed within the teaching period of a course, other than a final assessment, will be assessed and students provided with feedback, with or without a provisional result, within 10 working days of submission, under normal circumstances. Feedback on continuous assessment tasks (e.g. laboratory and studio-based, workplace-based, weekly quizzes) will be provided prior to the midpoint of the course.

Faculty-specific Information

PROTOCOL FOR VIEWING FINAL EXAM SCRIPTS

UNSW students have the right to view their final exam scripts, subject to a small number of very specific exemptions. The UNSW Business School has set a protocol under which students may view their final exam script. Individual schools within the Faculty may also set up additional local processes for viewing final exam scripts, so it is important that you check with your School.

If you are completing courses from the following schools, please note the additional school-specific information:

- Students in the **School of Accounting, Auditing & Taxation** who wish to view their final examination script should also refer to this page.
- Students in the **School of Banking & Finance** should also refer to this page.
- Students in the **School of Information Systems & Technology Management** should also refer

to [this page](#).

COURSE EVALUATION AND DEVELOPMENT

Feedback is regularly sought from students and continual improvements are made based on this feedback. At the end of this course, you will be asked to complete the [myExperience survey](#), which provides a key source of student evaluative feedback. Your input into this quality enhancement process is extremely valuable in assisting us to meet the needs of our students and provide an effective and enriching learning experience. The results of all surveys are carefully considered and do lead to action towards enhancing educational quality.

QUALITY ASSURANCE

The Business School is actively monitoring student learning and quality of the student experience in all its programs. A random selection of completed assessment tasks may be used for quality assurance, such as to determine the extent to which program learning goals are being achieved. The information is required for accreditation purposes, and aggregated findings will be used to inform changes aimed at improving the quality of Business School programs. All material used for such processes will be treated as confidential.

TEACHING TIMES AND LOCATIONS

Please note that teaching times and locations are subject to change. Students are strongly advised to refer to the [Class Timetable website](#) for the most up-to-date teaching times and locations.