



## UNSW Course Outline

# MARK3082 Strategic Marketing - 2024

Published on the 25 Aug 2024

## General Course Information

**Course Code :** MARK3082

**Year :** 2024

**Term :** Term 3

**Teaching Period :** T3

**Is a multi-term course? :** No

**Faculty :** UNSW Business School

**Academic Unit :** School of Marketing

**Delivery Mode :** In Person

**Delivery Format :** Standard

**Delivery Location :** Kensington

**Campus :** Sydney

**Study Level :** Undergraduate

**Units of Credit :** 6

### Useful Links

[Handbook Class Timetable](#)

## Course Details & Outcomes

### Course Description

Strategic Marketing is essential in business practice as it helps companies identify and meet the needs of their target audience, differentiate themselves from competitors, and ultimately drive sales and revenue growth.

Strategic Marketing is a course that brings together key elements of the marketing major to exercise your problem-solving and marketing management skills. Through dynamic simulations, real world case studies and unique industry problem provided by company, you will turn your marketing knowledge into practical experience in producing practicable solutions.

## Course Aims

This course is a final year course of the undergraduate marketing major exploring, evaluating, and developing an understanding of how to manage innovative and competitive marketing strategies.

The overall objectives of the course are:

- To explore issues in strategic marketing decision making and planning;
- To introduce some of the practical tools enabling development, evaluation and implementation of effective marketing strategies;
- To provide theories, frameworks and examples relating to the management of critical aspects of strategic marketing activity and
- To provide an opportunity to evaluate strategy options in a systematic fashion.

## Relationship to Other Courses

This is a final year course of the undergraduate marketing major exploring, evaluating, and developing an understanding of how to manage innovative and competitive marketing strategies.

The overall objectives of the course are:

- To explore issues in strategic marketing decision making and planning;
- To introduce some of the practical tools enabling development, evaluation and implementation of effective marketing strategies;
- To provide theories, frameworks and examples relating to the management of critical aspects of strategic marketing activity and
- To provide an opportunity to evaluate strategy options in a systematic fashion.

Enrolment Requirements: Prerequisite: (MARK1012 OR MARK2012) AND (MARK2051 OR MARK2151) AND MARK2052

# Course Learning Outcomes

Course Learning Outcomes	Program learning outcomes
CLO1 : Critically reflect on fundamental marketing principles to inform and develop an effective marketing strategy.	<ul style="list-style-type: none"><li>• PLO1 : Business Knowledge</li></ul>
CLO2 : Evaluate available information to justify evidence-based marketing strategy decisions.	<ul style="list-style-type: none"><li>• PLO2 : Problem Solving</li><li>• PLO7 : Leadership Development</li></ul>
CLO3 : Assess relevant strategy options to multiple marketing challenges and identify trade-offs.	<ul style="list-style-type: none"><li>• PLO1 : Business Knowledge</li><li>• PLO2 : Problem Solving</li></ul>
CLO4 : Collaborate effectively to develop innovative solutions to industry problems.	<ul style="list-style-type: none"><li>• PLO2 : Problem Solving</li><li>• PLO4 : Teamwork</li><li>• PLO7 : Leadership Development</li></ul>
CLO5 : Present solutions to a standard suitable for a professional audience.	<ul style="list-style-type: none"><li>• PLO3 : Business Communication</li></ul>

Course Learning Outcomes	Assessment Item
CLO1 : Critically reflect on fundamental marketing principles to inform and develop an effective marketing strategy.	<ul style="list-style-type: none"><li>• Quizzes</li><li>• Reflections</li><li>• Major project</li></ul>
CLO2 : Evaluate available information to justify evidence-based marketing strategy decisions.	<ul style="list-style-type: none"><li>• Course contribution</li><li>• Reflections</li><li>• Major project</li></ul>
CLO3 : Assess relevant strategy options to multiple marketing challenges and identify trade-offs.	<ul style="list-style-type: none"><li>• Quizzes</li><li>• Reflections</li><li>• Major project</li></ul>
CLO4 : Collaborate effectively to develop innovative solutions to industry problems.	<ul style="list-style-type: none"><li>• Reflections</li><li>• Major project</li></ul>
CLO5 : Present solutions to a standard suitable for a professional audience.	<ul style="list-style-type: none"><li>• Course contribution</li><li>• Major project</li></ul>

## Learning and Teaching Technologies

Moodle - Learning Management System

## Learning and Teaching in this course

Strategic Marketing will most likely be taken in your final undergraduate year. It represents the transition from 'student' to 'practitioner' and as such seeks to enhance life-long skills in learning. There is a high degree of independence expected in your approach to mastering this subject. A

marketing manager needs to be both analytical and creative. Above all they need to have an ability to work cooperatively, as the delivery of a 'product' requires both coordination and collaboration from within the organisation and with other external players in the market. To this end, there is an emphasis on self-directed, co-operative learning in this course.

This course will rely heavily on students undertaking set preparation work prior to their workshop/ seminar. It is a challenging course requiring consistent weekly attention - it cannot be left to the last minute, nor can it be successfully completed with rote learning. There will be readings and assigned text chapters to provide the foundation for the individual student's further exploration of current issues in the wider media (academic and professional sources) of the ideas and concepts canvassed. You will be encouraged to research deeply, to evaluate, think and then to encapsulate the results clearly and succinctly in written or oral communications. It is a given that student involvement has a strong link to learning outcomes; therefore, students need to actively participate in all activities.

The workshop/seminars are designed to encourage deeper exploration of core concepts through both individual and group activities focusing on real world scenarios. The issues discussed may be contentious, complex and challenging and very seldom is there a 'right' answer. The strategic marketing course is a great opportunity to take ownership of your learning, helping to develop confidence to tackle uncertainty and change.

## Assessments

### Assessment Structure

Assessment Item	Weight	Relevant Dates
Course contribution Assessment Format: Individual	14%	Start Date: Not Applicable Due Date: Not Applicable
Quizzes Assessment Format: Individual	16%	Start Date: Not Applicable Due Date: Not Applicable
Reflections Assessment Format: Individual	30%	Start Date: Not Applicable Due Date: Not Applicable
Major project Assessment Format: Group	40%	Start Date: Not Applicable Due Date: Not Applicable

# **Assessment Details**

## **Course contribution**

### **Assessment Overview**

Generalised, ongoing participation in discussions and assessment preparations.

Assesses: PLO1, PLO2, PLO3

BCom Students: MyBCom Course points for PLO2.

### **Course Learning Outcomes**

- CLO2 : Evaluate available information to justify evidence-based marketing strategy decisions.
- CLO5 : Present solutions to a standard suitable for a professional audience.

### **Detailed Assessment Description**

Tutorial and lecture preparation and participation (14%). Preparation for class activities every week in Weeks 2-9 (except Week 6) and make an active contribution to class discussions.

Assesses: PLO1, PLO2, PLO3

### **Assignment submission Turnitin type**

This is not a Turnitin assignment

### **Generative AI Permission Level**

#### **Simple Editing Assistance**

In completing this assessment, you are permitted to use standard editing and referencing functions in the software you use to complete your assessment. These functions are described below. You must not use any functions that generate or paraphrase passages of text or other media, whether based on your own work or not.

If your Convenor has concerns that your submission contains passages of AI-generated text or media, you may be asked to account for your work. 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](#).

## **Quizzes**

### **Assessment Overview**

You will have two quizzes that will help you monitor your learning progress during the term.

Quiz A (8%) + Quiz B (8%)

Assesses: PLO1, PLO2

#### Course Learning Outcomes

- CLO1 : Critically reflect on fundamental marketing principles to inform and develop an effective marketing strategy.
- CLO3 : Assess relevant strategy options to multiple marketing challenges and identify trade-offs.

#### Detailed Assessment Description

You will have two quizzes in Weeks 4 and 10 (details will be available on Moodle in Week 1)

Assesses: PLO1, PLO2

#### Assignment submission Turnitin type

This is not a Turnitin assignment

#### Generative AI Permission Level

##### No Assistance

This assessment is designed for you to complete without the use of any generative AI. You are not permitted to use any generative AI tools, software or service to search for or generate information or answers.

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

## Reflections

#### Assessment Overview

Reflection A (10%) + Reflection B (20%)

Assesses: PLO1, PLO2, PLO4, PLO7

#### Course Learning Outcomes

- CLO1 : Critically reflect on fundamental marketing principles to inform and develop an effective marketing strategy.
- CLO2 : Evaluate available information to justify evidence-based marketing strategy decisions.
- CLO3 : Assess relevant strategy options to multiple marketing challenges and identify trade-offs.
- CLO4 : Collaborate effectively to develop innovative solutions to industry problems.

### Detailed Assessment Description

In a marketing simulation, your team will research and develop a series of decisions to aid an organization in solving a marketing problem. This simulation activity is scheduled for tutorials in Weeks 2 - 8.

In Weeks 5 and 11 (after the end of the trimester) you will have to submit *individual reports* related to the decision-making process and the teamwork you have been involved in (further details available on Moodle).

Assesses: PLO1, PLO2, PLO4, PLO7

### Assignment submission Turnitin type

This assignment is submitted through Turnitin and students can see Turnitin similarity reports.

### 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](#).

### **Major project**

#### Assessment Overview

Presentation (individual 10%) + Report (group 30%)

Assesses: PLO1, PLO2, PLO3, PLO4, PLO7

#### Course Learning Outcomes

- CLO1 : Critically reflect on fundamental marketing principles to inform and develop an effective marketing strategy.

- CLO2 : Evaluate available information to justify evidence-based marketing strategy decisions.
- CLO3 : Assess relevant strategy options to multiple marketing challenges and identify trade-offs.
- CLO4 : Collaborate effectively to develop innovative solutions to industry problems.
- CLO5 : Present solutions to a standard suitable for a professional audience.

#### Detailed Assessment Description

You and your group members will produce a marketing report for an organization and their emergent marketing problem, which will be available on Moodle in Week 1. You will submit the report in Week 8 and present the outcomes of your report in Week 9 or 10.

Assesses: PL01, PL02, PL03, PL04, PL07

#### Assignment submission Turnitin type

This assignment is submitted through Turnitin and students can see Turnitin similarity reports.

#### Generative AI Permission Level

##### **Simple Editing Assistance**

In completing this assessment, you are permitted to use standard editing and referencing functions in the software you use to complete your assessment. These functions are described below. You must not use any functions that generate or paraphrase passages of text or other media, whether based on your own work or not.

If your Convenor has concerns that your submission contains passages of AI-generated text or media, you may be asked to account for your work. 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**

As a student at UNSW you are expected to display [academic integrity](#) in your work and interactions. Where a student breaches the [UNSW Student Code](#) with respect to academic integrity, the University may take disciplinary action under the Student Misconduct Procedure. 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 Student Code, 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.

### **Grading Basis**

Standard

### **Requirements to pass course**

Achieve composite mark of at least 50 out of 100 points.

For the detailed Grade Definition please see: <https://www.student.unsw.edu.au/grade>

## **Course Schedule**

Teaching Week/Module	Activity Type	Content
Week 1 : 9 September - 15 September	Lecture	Strategic Marketing Framework
	Tutorial	Simulation: Setting up groups Simulation: pre rounds 1 & 2
Week 2 : 16 September - 22 September	Lecture	All Customers Differ
	Tutorial	Discussion of Readings Sim Decision
	Assessment	Project: groups forming
Week 3 : 23 September - 29 September	Lecture	All Customers Change
	Tutorial	Sim Decisions
Week 4 : 30 September - 6 October	Lecture	All Competitors React
	Tutorial	Sim Decision Discussion of Readings
	Assessment	Quiz 1 (during the lecture) Project: roles and responsibilities
Week 5 : 7 October - 13 October	Lecture	Managing Brand Based Sustainable Competitive Advantage
	Tutorial	Sim Decision Discussion of Readings
	Assessment	Reflection A
Week 6 : 14 October - 20 October	Lecture	Flexibility Week - No class
	Tutorial	Flexibility Week - No class
Week 7 : 21 October - 27 October	Lecture	Managing Offering- Based Sustainable competitive Advantage
	Tutorial	Sim Decisions Discussion of Readings
Week 8 : 28 October - 3 November	Lecture	Managing Relationship-Based Sustainable competitive Advantage
	Tutorial	Sim Decision
	Assessment	Project: report and slides
Week 9 : 4 November - 10 November	Lecture	All Resources Are Limited
	Tutorial	Project presentations
Week 10 : 11 November - 17 November	Lecture	Implementing Marketing Principles
	Tutorial	Project presentations
	Assessment	Quiz 2 (during the lecture)

## **Attendance Requirements**

Students are strongly encouraged to attend all classes and review lecture recordings.

# Course Resources

## Prescribed Resources

Resources will be made available on the course Moodle site as the Term progresses.

### Textbook (Recommended)

Robert Palmatier, Shrihari Sridhar (2021) Marketing Strategy Based on First Principles and Data Analytics (2nd Edition).

Print: <https://www.bookshop.unsw.edu.au/details.cgi?ITEMNO=9781352011463>

Digital: <https://unswbookshop.vitalsource.com/products/-v9781352011470>

## 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.

Each year feedback is sought from students and other stakeholders about the course.

Continual improvements are made based on this feedback. For example, for this term the structure of course materials and assessments has been extensively reorganised to link all activities more closely to the importance of marketing strategy.

## Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Lecturer	Lidy Romijnders		Quad 3031A	0404429318	Online: Mon-Fri between 9-5pm. In office on appointment.	Yes	Yes
Tutor	Theresa Teo					No	No

# 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 Plagiarism

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 submitted.

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.