

GSBS6005: Marketing Management and Planning 2023



MISSION: *Our mission is to advance responsible and impactful business knowledge. To achieve our mission, we develop life ready graduates and build global and local partnerships through ethical and innovative practices.*

OVERVIEW

Course Description	Marketing plays a vital role in creating sustainable competitive advantage for organisations with limited resources, and that operate in dynamic competitive environments. In doing so marketing provides the focus for creating and maintaining value for customers and organisational profit. Drawing from a preliminary review of basic marketing concepts and processes, Marketing Management develops a set of key analytical tools to enhance managers' understanding of, and the ability to, manage key strategic issues and decisions. Marketing Management and Planning is designed as a beneficial stand-alone unit for all managers and provides a strong foundation for further marketing studies.
Contact Hours	Workshop: Face to Face on Campus 3 hour(s) per week for 12 weeks
Unit Weighting	10 units
Requisites	This course replaces GSBS6010. If you have successfully completed GSBS6010 you cannot enrol in this course.
Workload	Students are required to spend on average 120-140 hours of effort (contact and non-contact) including assessments per 10 unit course.
Please refer to the course CANVAS site for details of teaching staff for ALL course offerings. The primary contact for courses is the Course Coordinator, whose details are listed on the course CANVAS site.	
Student Consultation	A minimum of one (1) hour consultation per week. Please see the course CANVAS site for details of time and location.
Course Learning Outcomes	On successful completion of this course, students will be able to: <ol style="list-style-type: none">1. Explain and interpret the role of marketing within the organisation;2. Apply marketing principles and theory to analyse problems and propose solutions;3. Identify, explain and apply the elements of a marketing plan;4. Discuss strategic and marketing planning, and apply a strategic framework to marketing issues and decisions;5. Effectively communicate marketing knowledge in a written context; and6. Work collaboratively to challenge and develop ideas.

COURSE OUTLINE

ASSESSMENTS

This course has 3 assessments. Each assessment is described in more detail in the sections below:

	Assessment Name	Due Date	Involvement	Weighting	Learning Outcomes
1	Group Report – Marketing Plan Part 1	Saturday, Week 6 by 11:59 pm	Group	30%	1, 2, 3, 4, 5, 6
2	Individual Report – Marketing Plan Part 2	Saturday, Week 11 by 11:59 pm	Individual	30%	1, 2, 3, 4, 5, 6
3	Final Examination	Formal Examination Period	Individual	40%	1, 2, 3, 4, 5, 6

Please note: students are advised that ALL assessments must be submitted in English. Assessments not submitted in English will receive a mark of zero.

Results of individual assessment items and final results, including those provided via the Learning Management System (LMS) are 'unofficial results' until they are confirmed as finalised by the School Assessment Body and the Head of School or delegate. Finalised results are released directly to students on the Fully Graded Date of the relevant Semester/Trimester.

Time referenced is time in Newcastle NSW

Late Submissions	The mark for an assessment item submitted after the designated time on the due date, without an approved extension of time, will be reduced by 10% of the possible maximum mark for that assessment item for each day or part day that the assessment item is late. Note: this applies equally to week and weekend days.
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Assessment 1 – Group Report – Marketing Plan Part 1

Assessment Type	Report
Purpose	The situation analysis is designed to assess students' professional judgement in marketing analysis and reporting, and their capacity to work within a team.
Description	Marketing Plans commence with a thorough current Situational Analysis and a Market Segmentation Profile. A marketing situation analysis presents data on the target market, product, distribution, competition, and the macro environment. It is synthesised to identify the major strengths, weaknesses, opportunities, and threats (SWOT) facing the company / product line and to highlight emerging issues. A segmentation profile is built to identify each segment that might be targeted. Groups of three to five (or as indicated by your lecturer) are formed by mutual agreement with teaching staff. Choose a company in agreement with your team members and propose it to your lecturer. Your lecturer will assess the suitability of the company for the purpose of the project and provide feedback to the team. This can be done either by email or during consultation time. It is entirely appropriate to narrow your analysis to a product line where multiple products exist. For the setting of the project, please assume that the company is doing businesses in Australia. You must incorporate business, trade publications and academic literature to support / justify your discussion. Unsubstantiated statements will not provide credibility to your discussion and you may possibly be marked down.
Weighting	30%
Length	5000 Words maximum (excluding table of contents and executive summary)
Due Date	Saturday of Week 6 by 11:59 pm
Submission Method	Online – via Turnitin
Assessment Criteria	Details will be available on the course CANVAS site. Note: The group mark is an overall mark. However, the group mark is to be peer moderated, which means individual group members may receive different marks.
Return Method	Online – via Turnitin
Feedback Provided	Online

Assessment 2 - Individual Report - Marketing Plan Part 2

Assessment Type	Report
Purpose	The report tests students' integrated marketing understanding, creative problem solving and decision-making.
Description	<p>A marketing plan is an essential tool for any marketer, providing direction for a brand, product or organisation. A marketing plan describes the marketing environment, marketing objectives and marketing strategies.</p> <p>In Assessment 1 you with others in your group, developed a situation analysis for a selected company culminating in a SWOT analysis. This is the current situation that the company is in, from a marketing perspective. Assessment 1 also developed an established segmentation profile for each segment that might be targeted.</p> <p>On the basis of that analysis and the situation the company is therefore in and the established segmentation profile, you are required to individually reflect on how you would conclude that plan, relative to selected key issues from the SWOT by analysing it, on the basis of marketing objectives for that setting, deciding on which markets to target based on the segmentation analysis conducted as part of the external analysis, how to position the product/company, and an outlining overall approach to an appropriate new marketing mix.</p> <p>You need to illustrate the links between the various elements of the marketing plan during this assignment. You must incorporate business and trade publications and academic literature to support / justify your discussion. Unsubstantiated statements will not provide credibility to your discussion and you may possibly be marked down.</p>
Weighting	30%
Length	3500 words maximum (excluding table of contents and executive summary)
Due Date	Saturday of Week 11 by 11:59 pm
Submission Method	Online – via Turnitin
Assessment Criteria	Details will be available on the course CANVAS site
Return Method	Online – via Turnitin
Feedback Provided	Online

Assessment 3 - Final Examination

Assessment Type	Formal Examination
Purpose	The final examination tests students advanced knowledge of Marketing Management and Planning developments and professional practice.
Description	<p>Students demonstrate their critical thinking and analytical problem-solving skills responding to a variety of both open and closed ended questions. They apply their advanced knowledge of theory, models and concepts relevant to contemporary practice in Marketing Management and Planning.</p> <p>This course has a RESTRICTED OPEN BOOK examination. A memory aid is permitted. The memory aid is a single double sided A4 sheet of handwritten or typed notes for use during the examination. Note: memory aids must be left on the examination table and cannot be removed from the examination venue.</p>
Weighting	40%
Length	120 minutes
Due Date	Formal Examination Period
Submission Method	Formal Examination
Assessment Criteria	Details will be available on the course CANVAS site
Return Method	Not returned.
Feedback Provided	No Feedback. Examination scripts will not be returned to students. Final examination scripts will be made available for review by students, upon request, in a controlled and monitored setting. Students are required to make requests, directly to the relevant course coordinator. Completed examination scripts are kept by the Newcastle Business School for a period of six (6) months only, from the relevant fully graded date. Requests made after the six (6) month period cannot be considered.

SYLLABUS

Course Content

Topics in the course include but are not limited to the following:

1. The marketing process, orientation and the strategic environment, ethics and social responsibility.
2. Business and marketing strategies, competitive advantage, business capabilities and value creation.
3. Augmented product, marketing research, planning process and plans; situation analysis and the SWOT.
4. Market segmentation, targeting and positioning; consumer perceptions and perceived value.
5. The marketing mix strategy.
6. Product decisions, managing brands, product-market and competitor analysis
7. New product development, service-products and the marketing plan.
8. Costing issues and pricing strategies: life cycle, skimming and penetration pricing.
9. Value based relationship management; IMC and the market space.
10. Designing market-driven organisations, delivering a value proposition and logistics.
11. Implementing the marketing plan and globalisation issues.

Course Materials

Required Text:

Solomon, M., Marshall, G. & Stuart, E., *Marketing: Real People Real Choices*, 9th ed., Global ed. (2018) – Pearson – Australia.

ISBN: 978-1-292-22108-3

Please refer to the course CANVAS site for details of additional recommended texts.

SCHEDULE

Week	Topic	Class Preparation	Workshop Activities
1	Making Marketing Value Decisions: Markets and the Marketing Process	Chapter 1	
2	Marketing in the Organisation: Strategic Environment and Planning	Chapter 3	
3	Managing Market Information: Marketing Research	Chapters 4 & 5	
4	Consumer Behaviour Part 1	Chapter 6	
5	Consumer Behaviour Part 2	Chapter 6	Assessment 1 and 2 Company Choice Consultation
6	Market Segmentation, Targeting and Positioning	Chapter 7	Assessment 1 due: Saturday, Week 6 by 11:59 pm
7	Managing the Marketing Mix: Product Decisions Part 1	Chapter 8	
8	Managing the Marketing Mix: Product Decisions Part 2	Chapters 9	
9	Managing the Marketing Mix: Pricing Decisions	Chapter 10	
10	Managing the Marketing Mix: Promotion Decisions	Chapter 13	
11	Managing the Marketing Mix: Place & Distribution Decisions	Chapters 11 & 12	Assessment 2 due: Saturday, Week 11 by 11:59 pm
12	Course Review and Examination Revision		

If a lecture/class is scheduled on a public holiday, a make-up lecture may be announced by the course coordinator on the course CANVAS site.

CONTACTS

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PSB Academy Enquiries

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ADDITIONAL INFORMATION

Grading Scheme

This course is graded as follows:

Range of Marks	Grade	Description
85-100	High Distinction (HD)	Outstanding standard indicating comprehensive knowledge and understanding of the relevant materials; demonstration of an outstanding level of academic achievement; mastery of skills*; and achievement of all assessment objectives.
75-84	Distinction (D)	Excellent standard indicating a very high level of knowledge and understanding of the relevant materials; demonstration of a very high level of academic ability; sound development of skills*; and achievement of all assessment objectives.
65-74	Credit (C)	Good standard indicating a high level of knowledge and understanding of the relevant materials; demonstration of a high level of academic achievement; reasonable development of skills*; and achievement of all learning outcomes.
50-64	Pass (P)	Satisfactory standard indicating an adequate knowledge and understanding of the relevant materials; demonstration of an adequate level of academic achievement; satisfactory development of skills*; and achievement of all learning outcomes.
0-49	Fail (FF)	Failure to satisfactorily achieve learning outcomes. If all compulsory course components are not completed the mark will be zero. A fail grade may also be awarded following disciplinary action.

*Skills are those identified for the purposes of assessment task(s).

Communication Methods	<p>Communication methods used in this course include:</p> <ul style="list-style-type: none"> - CANVAS Course Site: Students will receive communications via the posting of content or announcements on the CANVAS course site. - Email: Students will receive communications via their student email account. - Face to Face: Communication will be provided via face to face meetings or supervision.
Course Evaluation	Each year feedback is sought from students and other stakeholders about the courses offered in the University for the purposes of identifying areas of excellence and potential improvement.
Oral Interviews	As part of the evaluation process of any assessment item in this course an oral examination may be conducted. The purpose of the oral examination is to verify the authorship of the material submitted in response to the assessment task. The oral examination will be conducted in accordance with the principles set out in the <u>Oral Examination Guidelines</u> . In cases where the oral examination reveals the assessment item may not be the student's own work the case will be dealt with under the <u>Student Conduct Rule</u> .
Academic Misconduct	All students are required to meet the academic integrity standards of the University. These standards reinforce the importance of integrity and honesty in an academic environment. Academic Integrity policies apply to all students of the University in all modes of study and in all locations. For the Student Academic Integrity Policy, refer to https://policies.newcastle.edu.au/document/view-current.php?id=35 .
Adverse Circumstances	<p>The University acknowledges the right of students to seek consideration for the impact of allowable adverse circumstances that may affect their performance in assessment item(s). Applications for special consideration due to adverse circumstances will be made using the online Adverse Circumstances system where:</p> <ol style="list-style-type: none"> 1. the assessment item is a major assessment item; or 2. the assessment item is a minor assessment item and the Course Co-ordinator has specified in the Course Outline that students may apply the online Adverse Circumstances system; 3. you are requesting a change of placement; or 4. the course has a compulsory attendance requirement. <p>Before applying you must refer to the Adverse Circumstances Affecting Assessment Items Procedure available at: https://policies.newcastle.edu.au/document/view-current.php?id=236</p>
Important Policy Information	The 'HELP for Students' tab in UoNline contains important information that all students should be familiar with, including various systems, policies and procedures.

This course outline was approved by the Head of School. No alteration of this course outline is permitted without Head of School approval. If a change is approved, students will be notified and an amended course outline will be provided in the same manner as the original.

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