

**MKTG3000: Strategic Marketing Management**  
2024



*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** Strategic Marketing Management encompasses marketing strategy elements and their integration. Focus will be upon developing your abilities to apply various principles and theories to specific problems. Competitive marketing strategies are introduced, and theories are applied to different economic environments as well as to different competitive environments. Encouraging a practical approach to strategy, students engage in interactive problem solving, field work and contemporary case analysis.

**Sustainable Development Goals**



**Contact Hours**

**Integrated Learning Session**

Face to Face On Campus  
Two (2) hour(s) per Week for Full Term  
Students are expected to complete 4 hours of guided learning via online preparation, lectures, interactive workshops, tutorials, discussion groups or self-directed learning and an additional 6 hours of independent study per week.

**Unit Weighting**

10

**Assumed Knowledge**

MKTG2100 Principles of Marketing or MKTG1001 Foundations of Marketing plus MKTG2010 Marketing Research and MKTG2101 Consumer Behaviour

**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.**

**Course Learning Outcomes**

**On successful completion of this course, students will be able to:**

1. Analyse marketing opportunities and threats.
2. Discuss strategic concepts and theories and their application in marketing environments.
3. Develop and critically assess marketing strategies.
4. Research and analyse marketing strategies in different contexts.
5. Identify and resolve well-defined problems reaching substantiated conclusions employing methods of analysis specific to marketing.
6. Effectively communicate Strategic Marketing knowledge and outcomes in both written and oral contexts.
7. Employ strategies and processes which assist independent learning.

**COURSE OUTLINE**

# ASSESSMENT DETAILS

This course has 4 assessments. Each assessment is described in more detail in the sections below:

	Assessment Name	Due Date	Involvement	Weighting	Learning Outcomes
1	Online Multiple-Choice Quiz.	Sunday of week 4 by 11:59 pm SGT	Individual	15%	2
2	Group Situation Analysis and SWOT	Sunday of week 7 by 11:59 pm SGT	Group	30%	1, 2, 3, 4, 5, 6, 7
3	Group Presentation	Sunday of week 8 by 11:59 pm SGT	Group	15%	1, 2, 4, 5, 6
4	Strategic Marketing Plan	Friday of week 13 by 11:59 pm SGT	Individual	40%	1, 2, 3, 4, 5

**Please note: students are advised that all assessments must be submitted in English. Assessment items 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.**

<b>Late Submissions</b>	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. <b>Note:</b> this applies equally to week and weekend days.
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## Assessment 1 – Online Multiple-Choice Quiz

<b>Assessment Type</b>	Quiz
<b>Purpose</b>	The purpose of the quiz is to provide early feedback to you about your understanding of the course's core concepts.
<b>Description</b>	30 Questions; One attempt only; 35 minutes
<b>Weighting</b>	15%
<b>Length</b>	35 minutes
<b>Due Date</b>	Sunday end of week 4 by 11:59 pm SGT
<b>Submission Method</b>	Online - Quiz is open for one week only.
<b>Assessment Criteria</b>	Correct choice of answer
<b>Return Method</b>	Online
<b>Feedback Provided</b>	Online

## Assessment 2 - Group Situation Analysis and SWOT

<b>Assessment Type</b>	Written Assignment
<b>Purpose</b>	The purpose of the writing task is: <ul style="list-style-type: none"> <li>– to apply Strategic Marketing Theory to the activities of a specific organisation;</li> <li>– work collaboratively with others to challenge and develop ideas; and</li> <li>– prepare a written report.</li> </ul>
<b>Description</b>	Instructions and in-depth assessment rubric available on course CANVAS site
<b>Weighting</b>	30%
<b>Length</b>	5000 +/- 10%
<b>Due Date</b>	Sunday Week 7 by 11:59 pm SGT
<b>Submission Method</b>	Online - Turnitin - No hard copy required
<b>Assessment Criteria</b>	Detailed instructions and marking criteria are available on the course CANVAS site
<b>Return Method</b>	Online – via Turnitin
<b>Feedback Provided</b>	Online - via Turnitin

### Assessment 3 - Group Presentation

<b>Assessment Type</b>	Presentation
<b>Purpose</b>	This task has several purposes. It requires you to: <ul style="list-style-type: none"> <li>– work collaboratively with others to challenge and develop ideas; and</li> <li>– effectively communicate Strategic Marketing knowledge and outcomes in an oral context.</li> </ul>
<b>Description</b>	Student groups are to prepare a video presentation in which all group members must speak.
<b>Weighting</b>	15%
<b>Length</b>	15 minutes maximum per group presentation
<b>Due Date</b>	Sunday of week 8 by 11:59 pm SGT
<b>Submission Method</b>	Online
<b>Assessment Criteria</b>	Detailed instructions and in-depth assessment criteria are available on CANVAS. <b>Please note:</b> Self and Peer Assessment: A single mark is given for the group assignment. This mark will then be moderated by "self and peer assessment" using the SPARKPlus software so that individual group members may receive different marks. Any moderated individual mark received by each group member is based on contribution to the assignment and, more importantly the ability to work with others. Individually group members are required to submit a self and peer assessment through SPARK within 24 hours of the due date. Failure to complete SPARK will result in a mark of zero. The criteria for the self and peer assessment are found along with the instructions on how to use SPARK on CANVAS. Please note: <b>NO SPARK NO MARK.</b>
<b>Return Method</b>	Online – via Turnitin
<b>Feedback Provided</b>	Online – via Turnitin

### Assessment 4 - Strategic Marketing Plan

<b>Assessment Type</b>	Proposal / Plan
<b>Purpose</b>	This task requires you to prepare a Marketing Plan for an identified opportunity in report format with supporting material.
<b>Description</b>	Instructions and proposed structure available on course CANVAS site
<b>Weighting</b>	40%
<b>Length</b>	4000 words +/- 10%
<b>Due Date</b>	Friday of week 13 by 11:59 pm SGT
<b>Submission Method</b>	Online - via Turnitin
<b>Assessment Criteria</b>	Use of marketing theoretical frameworks; logic of inferences made; adequacy of supporting material presented, written competency including report formatting accuracy. In-depth assessment criteria are available on CANVAS
<b>Return Method</b>	Online – via Turnitin
<b>Feedback Provided</b>	Online – via Turnitin

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# SYLLABUS

## Course Content

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

1. Introduction to strategy, strategic concepts and strategic levels
2. Alternative marketing strategies (generic and specific)
3. Strategy and the marketing planning process
4. Marketing strategy formulation
  - Industry and business definition
  - Product-market definition
  - Customer and stakeholder analysis
  - Competitor analysis
5. Strategy selection, adjustment or re-confirmation
6. Strategic application of the marketing mix
7. Product and packaging strategy
8. Pricing strategy
9. Positioning and brand strategy
10. Marketing communication strategy
11. Distribution, selling and customer service strategies
12. The role of the Internet
13. Implementation and organisational strategic focus
14. Industry evolution, monitoring and strategic adjustments
15. Strategies for different environments

## Course Materials

### Required Text:

Hooley, Graham, Nicolaud, Brigitte, Rudd, John M & Lee, Nick (2020). *Marketing Strategy & Competitive Positioning*, 7<sup>th</sup> Edition. Harlow: Pearson UK.

**ISBN:** 9781292276557

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

# SCHEDULE

Week	Topic	Class Preparation	Workshop Activities
1	Core Concepts & Resource Based View	Ch.1	Core Marketing Concepts & RBV Workshop
2	Strategic Hierarchy and Strategic Fit	Ch.2	Strategy Hierarchy Workshop
3	Organisational Resource Base	Ch. 6	Value Disciplines & Marketing Assets
4	The Changing Marketing Environment	Ch. 3	PESTEL and 'Porter's Five Forces' Workshop  <b>Assessment 1 due:</b> Online Multiple-Choice Quiz – Sunday of week 4 by 11:59 pm SGT
5	Customer Analysis and STP	Ch.'s 4 & 7	Understanding Customers Workshop
6	SWOT and Competitor Analysis	Ch. 5	SWOT & Competitor Analysis Workshop
7	Creating SCA	Ch. 10	Uniqueness Drivers Workshop  <b>Assessment 2 due:</b> Group SWOT Sunday of week 7 by 11:59 pm SGT
8	Global, Cultural, Ethics and Corporate Social Responsibility in the Marketing Strategy	Ch. 17	Corporate Social Awareness Workshop  <b>Assessment 3 due:</b> Group Video presentation Sunday Week 8 by 11:59 pm SGT
9	The Marketing Program 1	Ch. 12 & 13	Product & Services Workshop
10	The Marketing Program 2	Ch. 11	Placement, and Price Workshop
11	The Marketing Program 3	Ch. 11	Communications & The Extended Marketing Mix Workshop
12	Strategy Implementation and Internal Marketing	Ch. 16	Implementation & Control Workshop  Marketing Plan Checklist Workshop
13	The Marketing Plan		<b>Assessment 4 due:</b> Marketing Strategic Marketing Plan Friday of week 13 by 11:59 pm SGT

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

## School Offices

### Newcastle Business School – Callaghan, Newcastle City & Online

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409 Hunter Street  
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### PSB Academy Enquiries

Log your question or request to the PSB Program Executives at the following website:  
<http://www.psb-academy.edu.sg/eng>  
+65 6390 9000

### Newcastle Australia Institute of Higher Education Pte Ltd

100 Victoria Street #13-01/02  
National Library Building  
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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).

<b>Communication Methods</b>	Communication methods used in this course include:
	<ul style="list-style-type: none"> <li>- CANVAS Course Site: Students will receive communications via the posting of content or announcements on the CANVAS course site.</li> <li>- Email: Students will receive communications via their student email account.</li> <li>- Face to Face: Communication will be provided via face to face meetings or supervision.</li> </ul>
<b>Course Evaluation</b>	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.
<b>Oral Interviews (Vivas)</b>	As part of the evaluation process of any assessment item in this course an oral examination (viva) 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 <a href="#">Oral Examination (viva) Procedure</a> . 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 <a href="#">Student Conduct Rule</a> .
<b>Academic Misconduct</b>	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 <a href="https://policies.newcastle.edu.au/document/view-current.php?id=35">https://policies.newcastle.edu.au/document/view-current.php?id=35</a> .
<b>Adverse Circumstances</b>	<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"> <li>1. the assessment item is a major assessment item; or</li> <li>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;</li> <li>3. you are requesting a change of placement; or</li> <li>4. the course has a compulsory attendance requirement.</li> </ol>
	Before applying you must refer to the Adverse Circumstances Affecting Assessment Items Procedure available at:
<b>Important Policy Information</b>	<p><a href="https://policies.newcastle.edu.au/document/view-current.php?id=236">https://policies.newcastle.edu.au/document/view-current.php?id=236</a></p> <p>The Help button in the Canvas Navigation menu contains helpful information for using the Learning Management System. Students should familiarise themselves with the policies and procedures at <a href="https://www.newcastle.edu.au/current-students/no-room-for/policies-and-procedures">https://www.newcastle.edu.au/current-students/no-room-for/policies-and-procedures</a> that support a safe and respectful environment at the University.</p>

*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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