Unit Outline: Semester 2, 2014
Faculty of Business, Government & Law

Marketing Management & Planning UG 6371 (Undergraduate)
This Unit Outline must be read in conjunction with:

a) *UC Student Guide to Policies*, which sets out University-wide policies and procedures, including information on matters such as plagiarism, grade descriptors, moderation, feedback and deferred exams, and is available at *(scroll to bottom of page)*
http://www.canberra.edu.au/student-services

b) *UC Guide to Student Services*, and is available at *(scroll to bottom of page)*
http://www.canberra.edu.au/student-services

c) Any additional information specified in section 6h.

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**1: General Information**

1a **Unit title:** Marketing Management & Planning

1b **Unit number:** 6371

1c **Teaching Period and year offered:** Semester 2, 2014

1d **Credit point value:** 3

1e **Unit level:** 3 (Undergraduate)

1f **Name of Unit Convener and contact details (including telephone and email)**

<table>
<thead>
<tr>
<th>Name:</th>
<th>Assistant Professor Dr. Majharul Talukder</th>
</tr>
</thead>
<tbody>
<tr>
<td>Room:</td>
<td>6D27 (Building 6, Level D, Room 27)</td>
</tr>
<tr>
<td>Telephone:</td>
<td>61(2) 6201 2702</td>
</tr>
<tr>
<td>Email:</td>
<td><a href="mailto:majharul.talukder@canberra.edu.au">majharul.talukder@canberra.edu.au</a></td>
</tr>
</tbody>
</table>

1g **Administrative contact details:**

Tel: (02) 6206 8810  
Fax (02) 6201 5764  
Room: 11B27  
Email: BGLAdminEnquiries@canberra.edu.au  
2: Academic Content

2a Unit description and learning outcomes

This unit focuses on the marketing planning process, strategic market management, and implementation. The models and methods covered include scenario analysis, impact analysis, strategic information scanning systems, the key success factor/competitive environments, customer-based competitor identification and the capital asset pricing model. The uses of various marketing research techniques are examined and applied to real world situations. Students will gain practical experience through participation in marketing exercises, simulation games and computer modelling in the application of analytical tools for market analysis and measurement profitability and productivity analysis, pricing decision analysis, sales forecasting, the development of marketing, plans and budgets, physical distribution management and channel management.

Learning Outcomes

1. conduct an internal and external marketing audit of an organization;
2. analyze the key concepts and theories of strategic marketing;
3. address key strategic questions;
4. explain, discuss and implement strategic market segmentation and positioning;
5. formulate a marketing strategy, with particular emphasis on the development of product, distribution, promotion and pricing strategies and tactics

2b Generic Skills

Generic Skills and Attributes Development in the Unit 6371

<table>
<thead>
<tr>
<th>Graduate skills and attributes</th>
<th>Implementation of generic skills and graduate attributes in the Unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Communication</td>
<td>The ability to express ideas and communicate effectively within and across professional and cultural boundaries</td>
</tr>
</tbody>
</table>
| 2. Analysis and inquiry | The ability to gather information, and to analyze and evaluate information and situations in a systematic and insightful way | - Gather information from various sources  
- Analyze financial data for a company such as market share, growth, profits, trends  
- Evaluate the situation company is facing  
- Provide alternative short term and long term solutions |
| 3. Problem solving | The ability to resolve problems in one’s own area of expertise and the confidence to tackle unfamiliar problems with innovative thinking | - Evaluate the situation and provide solutions to the problem company is facing.  
- Create and provide strategies and innovative solutions to the particular problem for a company |
| 4. Working independently and with others | The ability to be self-directed, and the interpersonal skills and attitudes to work collaboratively | - Group project helps to develop the ability to do independent analysis  
- Work with group members to share and combine ideas |
| 5. Professionalism and social responsibility | The ability to use professional knowledge and skills, act with integrity, and develop and exercise leadership. The capacity and intention to improve society, to continue to learn, to contribute to the community and to be environmentally responsible | - Developing professional skills in writing and presentation  
- Skills to write reports professionally  
- Maintain academic integrity  
- Develop leadership capacity in group assignment, presentation, participation and discussion  
- Responsibilities of the organization and the manager toward stakeholders - people, community and the environment |

2c Prerequisites and/or co-requisites: Introduction to Marketing
### 3: Delivery of Unit and Timetable

**3a Delivery mode**  
On-Campus Attendance (Expected) and Online Content (ON-CAMPUS)

**3b. Schedule of Topics by Week and Date**

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Lecture Topic</th>
<th>Reading</th>
<th>Tutorials, class discussion, and presentation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>12/08/2014</td>
<td>Introduction to Marketing Management and Planning</td>
<td>Chapter: 1</td>
<td>Allocation of groups</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>No tutorial</td>
</tr>
<tr>
<td>2</td>
<td>19/08/2014</td>
<td>Strategic Marketing Planning</td>
<td>Chapter: 2</td>
<td>Management Decision Case 1</td>
</tr>
<tr>
<td>3</td>
<td>26/08/2014</td>
<td>Environmental Analysis</td>
<td>Chapter: 3</td>
<td>Management Decision Case 2</td>
</tr>
<tr>
<td>4</td>
<td>02/09/2014</td>
<td>Developing Competitive Advantage</td>
<td>Chapter: 4</td>
<td>Management Decision Case 3</td>
</tr>
<tr>
<td>5</td>
<td>09/09/2014</td>
<td>Customers, Segmentation &amp; Target Marketing</td>
<td>Chapter: 5</td>
<td>Management Decision Case 4</td>
</tr>
<tr>
<td>6</td>
<td>16/09/2014</td>
<td>Marketing Programs</td>
<td>Chapter: 6</td>
<td>Management Decision Case 5</td>
</tr>
<tr>
<td>7</td>
<td>23/09/2014</td>
<td>Branding and Positioning</td>
<td>Chapter: 7</td>
<td>Management Decision Case 6</td>
</tr>
<tr>
<td>8</td>
<td>30/09/2014</td>
<td>Mid Semester Break</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>07/10/2014</td>
<td>Marketing Implementation and Control</td>
<td>Chapter: 9</td>
<td>Management Decision Case 7</td>
</tr>
<tr>
<td>10</td>
<td>14/10/2014</td>
<td>Technology and Marketing Strategies</td>
<td>Materials will be provided</td>
<td>Group Presentations</td>
</tr>
<tr>
<td>11</td>
<td>21/10/2014</td>
<td>Marketing in 21st Century</td>
<td>Materials will be provided</td>
<td>Group Presentations</td>
</tr>
<tr>
<td>12</td>
<td>28/10/2014</td>
<td>Ethics and Social Responsibility in Marketing</td>
<td>Chapter 8</td>
<td>Group Presentations</td>
</tr>
<tr>
<td>13</td>
<td>04/11/2014</td>
<td>Review Lecture</td>
<td>Chapter: 1-11</td>
<td>Group Presentations</td>
</tr>
</tbody>
</table>
4: Unit Resources

4a Lists of required texts/readings

Prescribed Text:


Readings: To access cases and PPS please go to Moodle or e-reserve.

Recommended Texts/Readings:

Some useful journals include:

- Journal of Marketing
- Journal of Business Research
- Journal of Marketing Research
- Journal of Consumer Behavior
- Asia Pacific Journal of Marketing and Logistics

- Academy of Management Review
- Journal of Computer Information Systems
- Journal of Management
- Asia Pacific Management Review
- MIS Quarterly

4b Materials and equipment

N/A

4c Unit website

To find your unit site online, login to LearnOnline (Moodle) using your student ID.
5: Assessment

5a Assessment overview

<table>
<thead>
<tr>
<th>Assessment Items</th>
<th>Weigh (%)</th>
<th>Due date</th>
<th>Learning outcome(s)</th>
<th>Addresses generic skill(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Marketing Plan (Group Project)</td>
<td>30</td>
<td>21 October 2014</td>
<td>1-4</td>
<td>1-5</td>
</tr>
<tr>
<td>2. Presentation</td>
<td>15</td>
<td>14 Oct - 4 Nov 2014</td>
<td>1-4</td>
<td>1-5</td>
</tr>
<tr>
<td>3. Final Exam</td>
<td>45</td>
<td>Exam Period</td>
<td>1-3</td>
<td>2-3</td>
</tr>
<tr>
<td>4. Participation</td>
<td>10</td>
<td>All weeks</td>
<td>1-4</td>
<td>1-4, 5</td>
</tr>
<tr>
<td></td>
<td><strong>100</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

5b Details of each assessment item

Item 1 – Marketing Plan (30%)

You are required to form a group of 4-5 students for marketing plan analysis and report. The formation of the group will be finalized in the first two sessions. Formation of the group is the responsibility of the students. You are expected to form the group at your own initiative. However, the lecturer may help in forming groups, if needed. Please write a report 1.5 spaced about 25-30 pages maximum (including references) Times New Roman 12 font. Each case analysis and report should include the following sections:

1. Executive Summary
2. Introduction. State the background information, current situation facing the firm and other relevant issues.
3. Strategic Marketing Objectives and Target Market: Objectives of the marketing plan, marketing strategies, target markets and major marketing problem and issues.
4. Environmental Analysis: Identify the broader situation affecting the company including demographics, technology, innovation, economic characteristics and forces of change and attractiveness of the industry.
5. Competitor Analysis. Identify the market share, profitability, growth, share price etc. You can show information specific to the company as well as comparing with competitors. Show financial reports in comparing competitors. Present information using various types of graphs, figure, pie charts etc. You do not need to write about other companies’ mission, objectives, marketing strategy etc.
6. Internal/ SWOT Analysis. Identify the firm’s resources, capabilities, core competencies, value chain activities, financial condition, current marketing strategies and objectives and SWOT analysis.
8. Conclusion. Write final conclusion.

List of Organizations/Products:

1. Qantas
2. IKEA
3. Apple Inc.
4. KFC
5. Walmart
6. Gillette
7. Zappos Inc.
8. Revolution in the Jumbo Jet Market: Airbus-Boeing
9. Amazon.com

Item 2 – Presentation (15%)

Students need to present their assignment. Each group will get 20 minutes to present their findings. Please contact the lecturer in case anyone missing the presentation. Presenting late without an acceptable reason will incur a penalty of 5 marks per day.
Item 3 – Exam (45%)

There will be a final exam during the exam period. The exam will run for 3 (three) hours. It will include essay type questions. The exam will cover lectures 1 to 10 and all discussions made in the lectures, tutorials and any other materials included in the unit during this period.

Item 4 – Class Participation (10%)

All class sessions will involve the analysis and discussion of specific case situations. All cases will illustrate real organizational circumstances. Case analysis and discussion in the class will enable students understanding of the nature of a firm’s marketing strategy and the process of formulating and implementing the strategies. Lectures will provide the theoretical framework which will help to assess the cases. Students may be called randomly at any time during class to contribute, critique and participate the discussion. You need to be well prepared to provide opinion and ask questions about all assigned cases.

Read the cases thoroughly and think how you can apply concepts learned in the class. You may meet your group prior to the class to discuss the case. Use your marketing strategic concepts and knowledge to analyze a particular situation. You need to listen to your classmates and provide alternative or supportive views. The quality and quantity of your contribution will determine your participation grade. Therefore, it is essential that you attend all classes and actively participate. This participation includes the preparation for tutorials, attendance in tutorials, contributions to group exercise and contribution to class discussions.

Presentation Evaluation Criteria

<table>
<thead>
<tr>
<th>Structure (as a group)</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presenters are introduced by name</td>
<td></td>
</tr>
<tr>
<td>Aims and key points of the presentation are outlined briefly</td>
<td></td>
</tr>
<tr>
<td>The main argument is well organized</td>
<td></td>
</tr>
<tr>
<td>Shows good knowledge &amp; information presented are relevant</td>
<td></td>
</tr>
<tr>
<td>Conclusion in which key points are briefly restated</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Style (as an individual)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Good use of eye contact</td>
<td></td>
</tr>
<tr>
<td>Speakers seem interested and enthusiastic</td>
<td></td>
</tr>
<tr>
<td>Pace of delivery (not too fast/too slow)</td>
<td></td>
</tr>
<tr>
<td>Evidence of preparation effort &amp; well rehearsed</td>
<td></td>
</tr>
<tr>
<td>Use of presentation aid (PPS, handouts and posters)</td>
<td></td>
</tr>
</tbody>
</table>

5c Special assessment requirements

Students who get 50% or more will pass the unit.

5d Supplementary assessment

Supplementary assessment will be available to those students with a final mark of 45-49%, but only if this is their final semester and they have failed no other unit in the semester.

5e Academic Integrity

Students have a responsibility to uphold University standards on ethical scholarship. Good scholarship involves building on the work of others and use of others work must be acknowledged with proper attribution made. Cheating, plagiarism, and falsification of data are dishonest practices which contravene academic values.

5f Text-matching software

Text matching software may be used to detect plagiarism.

5.2 Special consideration

For examinations administered by the Examinations Office see the Deferred Examinations Policy.
The **Assessment Policy** says:
3.14 Special consideration is consideration given to students whose performance in a unit may be affected by unavoidable and adverse circumstances. Special consideration will normally result in extensions of time for submission of assessment items (see Assessment Procedures) or deferred examinations (see the Deferred Examination Policy).

The relevant provision is 3.14 in the **Assessment Procedures**:

3.14 Applications for an extension to the due date for submission of an assessment item on the grounds of illness or other unavoidable and verifiable personal circumstances (that is, special consideration) should be submitted according to the procedures described in the unit outline for the relevant unit. For advice on documentary evidence to support applications for extensions, please refer to the **Assessment Guide** that supports these procedures.

Students should apply for extensions before the due submission date, and are advised to do so as early as possible. Applications after the due submission date may be considered only in exceptional circumstances.

### 5.3 Applying for Special consideration

If for any reason you are unable to do an assignment by the due date you must submit, to the unit convener, a request for an extension in writing before the due date (unless impossible) setting out in detail the genuine reason for requesting the extension. If there is a medical or counselling reason for the extension request it must be accompanied by a medical or counselling certificate which clearly states:

- that you were unfit to complete the assignment;
- the date of the medical or counselling consultation; and
- the period for which you were / are / will be unfit to complete the assignment.

Evidence from UC AccessAbility, the Academic Skills Centre, the student counselling service or a Doctor may be helpful in seeking special consideration. However, it is only the unit convener who can grant an extension.

Refer to the **Faculty Assignment Extension Policy**

### 5.4 Due dates for assessment

All assignments are required to be submitted by the due date.

There is no requirement for unit conveners to mark assignments that are submitted late. In particular, small assignments that are tied to specific parts of the unit delivery such as reflective journals or weekly contributions are part of formative assessment and due dates cannot be extended without harming the value of this form of assessment to others in the unit. All assignments are required to be submitted by the due date. Assignments that are submitted late and do not have an acceptable reason will incur a penalty of 5 marks per day.

### 6: Student Responsibility

#### 6a Workload

The amount of time you will need to spend on study in this Unit will depend on a number of factors including your prior knowledge, learning skill level and learning style. Nevertheless, in planning your time commitments you should note that for the total notional workload over the fifteen week semester is assumed to be 150 hours or an average of 10 hours per week. These hours include time spent in classes. Students are expected to:
• Ensure that they are aware of the pre-requisites of this unit.
• Undertake all required reading for the subject.
  1. Prepare for class by completing pre-reading, case notes and discussion questions as outlined in the class activity schedule.
  2. Actively participate in class
  3. Complete all items of assessment; and
  4. Submit the assignments on the due date

6b Special needs
Students who need assistance in undertaking the unit because of disability or other circumstances should inform their Unit Convener or the Disabilities Office as soon as possible so the necessary arrangements can be made.

6c Attendance requirements
It is highly recommended that students attend all classes and actively participate in the discussion.

6d Withdrawal
If you are planning to withdraw please discuss with your unit convener. Please see this link for further information on deadlines.

6e Required IT skills
Students are expected to have sufficient word processing skills to enable them to submit work for assessment in accordance with the specified requirements, and to be able to access and use the Internet for research purposes, including the Library’s databases. The Library provides training throughout the semester in the use of its on-line resources.

6f Costs
Students will need ongoing access to the text. Purchase of a copy of the text is recommended.

6g Work Integrated Learning
Work Integrated Learning will be encouraged

6h Additional information
The unit convener will be available for consultation at times to be advised when tutorial arrangements have been finalised, or by appointment. Assignments should be submitted using the APA (American Psychological Association) referencing style.

7: Student Feedback
All students enrolled in this Unit will have an opportunity to provide anonymous feedback on the Unit at the end of the Semester via the Unit Satisfaction Survey which will be presented to you on OSIS.

8: Authority of this Unit Outline
Any change to the information contained in Section 2 (Academic content), and Section 5 (Assessment) of this document, will only be made by the Unit Convener if the written agreement of Head of Discipline and a majority of students has been obtained; and if written advice of the change is then provided on the unit site in the learning management system. If this is not possible, written advice of the change must be then forwarded to each student enrolled in the unit at their registered term address. Any individual student who believes him/herself to be disadvantaged by a change is encouraged to discuss the matter with the Unit Convener.