

Marketing assignment



**ASSIGN
BUSTER**

Advanced unit aimed at developing strategic decision making skills with particular reference to marketing. This unit presents the philosophy of integrating market planning into the strategic planning process to cope with an ever changing and challenging business environment characterized by unparalleled technological developments and intensifying competition.

Strategic market planning enables managers to undertake a process of market analysis and identification that will determine what business direction it wants to achieve, and how to proceed in a systematic way to turn specific opportunities into profitable businesses. This unit presents a set of normative procedures, which may be utilized to generate a varied range of innovative strategic options and provides a basis for choosing a rational programme for action.

Introduction In an effort to cope with a dynamic and challenging environment, modern companies use two key processes to build their future. The first is strategic planning which enables top management to determine what corporate direction it wants to achieve. The second is marketing planning which enables the company to systematically identify and develop specific opportunities into profitable businesses. This unit presents the conceptual idea of integrating marketing planning into the strategic planning process.

Unit Learning Outcomes Graduate Attributes addressed On successful completion of this unit students can: 1 Explain the concept of strategic market planning and its role within a strategic business unit 2 Conduct information search, aggregation, and data analysis based on business-

related data from secondary information sources to analyses customers, competitors, environmental trends, marketing characteristics, company capabilities, and cost dynamics 3 Apply critical thinking through the use of strategic planning tools including SOOT (Strengths, Weaknesses, Opportunity and Threats)- analysis,

TOWS matrix, portfolio analysis, experience curve, PIMPS (Profit Impact of Market Strategy)- and game theory 4 Formulate goals and objectives for a strategic business unit based on an evaluation of the current and desired situation 5 Recommend innovative marketing strategies to achieve desired goals and objectives

Curtain's Graduate Attributes

Apply discipline knowledge Thinking skills Information skills (confidence to investigate new ideas)- Communication skills Technology skills International perspective Cultural understanding (value the perspectives of others)}

Learning how to learn (apply principles learnt to new situations)- (confidence to tackle unfamiliar problems)- Professional Skills (work independently and as a team) (plan own work)- Find out more about Curtain's Graduate attributes at the Office of Teaching & Learning website: act.curtin.edu.au/learning-activities/lectures

The purpose of the lecture is to describe some of the principles in the unit and the application of those principles. A lecture does not cover all there is to learn about a topic. You will need to read and study further those topics covered in the lecture.

Similarly, it is not possible to cover in the lecture all the unit material contained in the prescribed text. However, all relevant material in the prescribed text, whether covered in the lecture or not, forms the subject

3 Value % Date Due Unit Learning Assessed Case Study Analysis 30 percent
Week: See Schedule Day: See Schedule Time: See Schedule Strategic
Marketing Plan Day: Friday 30 May Time: pm Final Examination 40 percent
Week: Exam Period Time: Exam Period 13, 5 Detailed information on
assessment tasks 1. Case Studies There are two case studies. Each case
study is worth 15% culminating in a total of 30% for this assessment
component.

The case study answers must be typed 1 font Arial, 1.5 spacing)}- and must
be no more than 1200 words each case (excluding references and
appendices)}. The case study must be submitted in person to the tutor at
the beginning of the tutorial AND via Turning in Blackboard at the beginning
of the week (refer to the Program Calendar for the Turning submission
dates)}. A case study example will be discussed during class two weeks prior
to each case study submission. Students are encouraged to read and
prepare for the case study examples as this will assist them in preparing for
the case duty submission.

Case Study Example 1 Red Bull: Rampaging through global markets (Gain,
Haley, Viola & Hickman 2012)}; Answer ALL Discussion Questions Case
Study Analysis 1 Whatever happened to Premium Peter? A Pure Blonde case
study (Gain, Haley, Viola & Hickman 2012)}; Answer ALL Discussion
Questions Case Study Example 2 Strategic marketing and the church: Never
the twain shall meet? (Gain, Haley, Viola & Hickman 2012)}; Answer ALL
Discussion Questions Case Study Analysis 2 Kentucky Fried Chicken and the
global fast-food industry (Gain, Haley, Viola & 2. Strategic Marketing Plan

Part of the learning for this unit involves working effectively in a team, and managing the process of preparing a Strategic Marketing Plan. The exercise is partially designed to enable the individuals within your team to develop and demonstrate their interpersonal skills, personal leadership, negotiation, and organizational skills in addition to their academic qualities. In Week 1 (Tutorial)}- students are expected to form into groups for the Strategic Marketing Plan Project. A group will not consist of more than 4 students. The topic for the Strategic Marketing Plan will be provided by the Tutor in Week 1 in the tutorial class.

The Strategic Marketing Plan project consists of developing a strategic marketing plan for an organization, industry or product. The submitted projects are expected to be of high quality and follow the report structure provided in Appendix 1 . Each student in the project team is expected to contribute equally to researching and writing up the project. Students who do not contribute, or who contribute significantly less than their teammates, will be given a mark that directly reflects their contribution. Projects are to be submitted by pm 30 May into your tutor's pigeon box even for the Strategic Marketing Plan project. 3.

Final Exam There will be 6 case scenario questions in your final exam, of which you will choose 4 questions to answer. Each question comprises of various parts requiring short answer responses and will involve a combination of topics rather than just a single topic. Please note that it is important to thoroughly understand the concepts learnt in the textbook as well as the lecture notes, and how these concepts relate to each other, or can be integrated, for you to do well in the final exam. You have 2 hours to

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complete the exam. Students are advised to take in a non-programmable calculator to the final exam for this unit.

There may be some questions that involve simple multiplication, division, addition or subtraction calculations. If you do not have a non-programmable calculator, these calculations are simple enough to also be performed by manual hand calculations. Page: 4 of 13 Fair assessment through moderation Moderation describes a quality assurance process to ensure that assessments are appropriate to the learning outcomes, and that student work is evaluated consistently by assessors. Minimum standards for the moderation of assessment are scribed in the Assessment Manual, available from policies. Curtain. Dude. U/policies/ disenfranchising. CFML Late assessment policy This ensures that the requirements for submission of assignments and other work to be assessed are fair, transparent, equitable, and that penalties are consistently applied. 2. 3. 4. All assessments which students are required to submit will have a due date and time work will be determined by the unit coordinator or Head of School and will be specified on the Unit Outline. If late submission of assignments or other work is not accepted, students will receive penalty of 100% after the due date and time ii a zero mark for the late assessment.

If late submission of assignments or other work is accepted, students will be penalized by ten percent per calendar day for a late assessment submission (Keg a mark equivalent to 10% of the total allocated for the assessment will be deducted from the marked value for every day that the assessment is late)}. This means that an assignment worth 20 will have two marks deducted per calendar day late. Hence if it was handed in three calendar

days late and marked as 12/20, the student would receive 6/20. An assessment more than seven calendar days overdue will not be marked.

Work submitted after this time (;{due date plus seven days})- may result in a Fail Incomplete (;{F-IN}); grade being awarded for the unit. Assessment extension A student wishing to delay the completion or submission of an assessment task after the original published date/time (Keg examinations, tests))- or due date/time (Keg assignments))- must apply for an assessment extension using the Assessment Extension form (available from the Forms page at <http://students.curtin.edu.au/administration/>); as prescribed by the Academic Registrar.

It is the responsibility of the student to demonstrate and provide evidence for exceptional circumstances beyond the student's control that prevented them from completing/submitting the assessment task. The student will be expected to lodge the form and supporting documentation with the unit coordinator before the assessment date/time or due date/time. An application may be accepted up to five working days after the date or due date of the assessment task where the student is able to provide an acceptable explanation as to why he or she was not able to submit the application prior to the assessment date.

An application for an assessment extension will not be accepted after the date of the Board of Examiners' meeting. Additional assessment information Pass requirements Students must pass the final exam with a minimum of 50%, and pass overall with a minimum of 50% for the unit. Referencing style The referencing style for this unit is Chicago. More information can be found

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on this style from the Library web site: library. Curtain. Dude. AU. Plagiarism
Plagiarism occurs when work or property of another person is presented as one's own, without appropriate acknowledgement or referencing.