Students with enquiries about program (degree) requirements should contact the College office; enquiries about course administration (subjects) are normally handled by the relevant Research School.

MKTG3023
Strategic Marketing

Course Description
This course integrates previous studies in marketing into the strategic context of the organisation. Specific topics include strategic marketing models; the internal and external context in which marketing occurs; integrating marketing strategy with business goals, factors that impact on the effective development and implementation of marketing strategies and the management and implementation of marketing strategy in business-to-business and consumer markets.

<table>
<thead>
<tr>
<th>Semester and Year</th>
<th>Semester 1, 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course URL</td>
<td><a href="http://programsandcourses.anu.edu.au/course/MKTG3023">http://programsandcourses.anu.edu.au/course/MKTG3023</a></td>
</tr>
<tr>
<td>Mode of Delivery</td>
<td>On campus</td>
</tr>
<tr>
<td>Prerequisites</td>
<td>To enrol in this course you must have completed MKTG2004 and another 6 units of MKTG course</td>
</tr>
<tr>
<td>Incompatible Courses</td>
<td>As listed in Programs and Courses</td>
</tr>
<tr>
<td>Course Convener</td>
<td>Dr Andrew Hughes and Dr Songting Dong</td>
</tr>
<tr>
<td>Office Location:</td>
<td>Andrew: 2.21 CBE Building; Songting: 2.18 CBE Building</td>
</tr>
<tr>
<td>Phone:</td>
<td>Andrew: 6125 4872; Songting: 6125 7343</td>
</tr>
<tr>
<td>Email:</td>
<td><a href="mailto:andrew.hughes@anu.edu.au">andrew.hughes@anu.edu.au</a>; <a href="mailto:songting.dong@anu.edu.au">songting.dong@anu.edu.au</a></td>
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</tr>
<tr>
<td>Consultation hours:</td>
<td>Check Wattle</td>
</tr>
<tr>
<td>Bio and research interests</td>
<td>Andrew Hughes is a lecturer in marketing in the Research School of Management, where he teaches at both undergraduate and postgraduate levels. He is considered to be one of the leading researchers in political marketing in Australia and has given numerous interviews on marketing and political marketing to international and national television, print and internet outlets. His main areas of research include emotions in television advertising, branding, communications strategy, personal branding, sports marketing, and political and non-profit marketing.</td>
</tr>
<tr>
<td></td>
<td>Songting Dong is a Research Fellow and Senior Lecturer in Marketing at the Research School of Management. He received his Bachelor's and Doctor's degree of Management (both with distinctions) from Tsinghua University. Part of his PhD training was undertaken at the Smeal College of Business at the Pennsylvania State University. His papers have appeared in journals such as <em>Journal of Marketing Research</em>, <em>International Journal of Research in Marketing</em>, and <em>Journal of Product Innovation Management</em>. He received the 2013 Emerging Researcher of the Year Award from the Australian &amp; New Zealand Marketing Academy.</td>
</tr>
<tr>
<td><strong>Student Administrators</strong></td>
<td>Research School of Management</td>
</tr>
<tr>
<td></td>
<td>Room 1088</td>
</tr>
<tr>
<td></td>
<td>Level 1, LF Crisp Building 26</td>
</tr>
<tr>
<td></td>
<td>Mon. – Fri. 9am – 5pm</td>
</tr>
</tbody>
</table>
COURSE OVERVIEW

Course Learning Outcomes
Upon successful completion of the requirements for this course, students will be able to:

1. Engage in group based decision making activities including collaborative reporting and accepting joint responsibility;

2. Engage in strategic thinking including projecting future outcomes, setting goals, and reflecting on the implementation process to reach those goals;

3. Integrate marketing theory, prior practice and prior learning into the strategic marketing environment; and,

4. Communicate effectively in oral and written forms about marketing strategy using appropriate concepts, logic and rhetorical conventions.

Research-Led Teaching
Marketing by its very nature is a constantly evolving discipline. Many of the areas of this course will undergo change during this course and this makes it essential for students to stay up to date as much as possible with what is going on in the business and marketing media and publications. We will try to highlight instances of this, especially in the areas we research in and have an interest about. But we will also do so from the base of my own knowledge of marketing theory and practice.

Continuous Improvement
We use feedback from students, professional bodies and staff to make regular improvements to the course. In response to this feedback, design improvements from the previous version of the course include:

- Change in game simulation from StratSim to Stukent.
- More emphasis placed on Microsoft Protégé

Technology, Software, Equipment
Using social media sites to stay up to date with business and marketing news stories is a must – time to get that Twitter account active. For writing Andrew personally uses a variety of playlists on soundcloud, spotify and other music and vid sites to help pass the hours, especially on weekends and when the caffeine has worn off.

Requisites
To enrol in this course you must have completed MKTG2004 and another 6 units of MKTG course.

Co-teaching
Andrew and Songting will be teaching this course this semester. Andrew will be teaching everything in the first half of the semester and will be handling the mid-semester exam.

Songting will be teaching everything after the mid-semester break to the end of the unit and will be handling the Microsoft Protégé assignment. The Stukent game responsibility will be shared equally.
If you have any questions about this please contact one of us.

Student Feedback
3 | THE AUSTRALIAN NATIONAL UNIVERSITY
All CBE courses are evaluated using Student Experience of Learning and Teaching (SELT) surveys, administered by Planning and Statistical Services at the ANU. These surveys are offered online, and students will be notified via email to their ANU address when surveys are available in each course. Feedback is used for course development so please take the time to respond thoughtfully. Course feedback is anonymous and provides the Colleges, University Education Committee and Academic Board with opportunities to recognise excellent teaching and to improve courses across the university. For more information on student surveys at ANU and reports on feedback provided on ANU courses, visit http://unistats.anu.edu.au/surveys/selt/students/ and http://unistats.anu.edu.au/surveys/selt/results/learning/
<table>
<thead>
<tr>
<th>Week</th>
<th>Summary of Activities/Chapters</th>
<th>Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Marketing and the concept of planning and strategy</td>
<td></td>
</tr>
</tbody>
</table>
| 2    | Strategic marketing  
*Questions: 5, 6 and Internet Exercise 1.* |            |
| 3    | Corporate appraisal  
*Questions: 3, 6, 7 and Internet Exercise 1.* |            |
| 4    | Understanding competition  
*Questions: 2, 3, 4 and Internet Exercise 1.* |            |
| 5    | Focusing on the customer  
*Questions: 2, 4, 6 and Internet Exercise 2.* |            |
| 6    | Scanning the environment  
*Questions: 1, 3, 4 and Internet Exercise 1.* |            |
| 7    | Measuring strengths and weaknesses  
*Questions: 1, 2, 3 and Internet Exercise 1.* | Mid-Sem Exam |
| 8    | Developing marketing objectives and goals  
*Questions: 2, 3, 4 and Internet Exercise 1.* |            |
| 9    | Strategy selection  
*Questions: 1, 2, 3 and Internet Exercise 1.* |            |
| 10   | Portfolio analysis  
*Questions: 1, 3, 5 and Internet Exercise.* |            |
| 11   | Organisational structure  
*Questions: 2, 4, 6 and Internet Exercise 1.* |            |
| 12   | Strategic tools  
*Questions: 1, 2, 3 and Internet Exercise 1.* |            |
| 13   | Market strategies and the marketing mix cases  
*Questions: 1, 2, 3 and Internet Exercise 2.* | Protégé report  
Stukent Game final round |
COURSE ASSESSMENT

Assessment Summary

<table>
<thead>
<tr>
<th>Item</th>
<th>Title</th>
<th>Value</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Mid-Semester Exam</td>
<td>35</td>
<td>Week 7 (TBA)</td>
</tr>
<tr>
<td>2</td>
<td>Microsoft Protégé Report</td>
<td>35</td>
<td>9:00am Wednesday, June 3, 2015.</td>
</tr>
<tr>
<td>3</td>
<td>Stukent Game</td>
<td>30</td>
<td>Week 3 ~ Week 13</td>
</tr>
</tbody>
</table>

Assessment Task 1: Mid-semester exam
Details of task:

The mid-semester exam is your mid-point check on your learning and understanding of key concepts in the course to the date where it is held.

It is highly likely that the proposed format of the exam will be short answer style questions mixed with a case study but details will be released closer to the date and time.

It will be foolish to study for this item the night before as this item is examining your level of understanding and knowledge of strategic marketing concepts accumulated from the commencement of the course.

Andrew will be responsible for the writing and assessment of this item.

Assessment Task 2: Microsoft Protégé Report
Details of task:

This semester sees the return of the Microsoft Protégé report. The Microsoft Protégé contest is a real life case study whereby students advise the client on what best strategy to use that can achieve their stated objectives with the assistance of the specified Microsoft Product. In past years the product has ranged from the Kinect Camera, Windows Phone, Surface Tablet and in 2014 startup companies that used a Microsoft product as the key component of their central value offering. As at writing the 2015 product has yet to be specified.

Your task will be to complete a strategy plan for Microsoft that meet their specified objectives found on their website. A marking rubric will guide you on how you will be assessed by Songting.

Most details for this item of assessment will be found on the Microsoft Protégé website: [http://www.microsoft.com/australia/protege/](http://www.microsoft.com/australia/protege/). Students are advised to check this website constantly through the semester so that they can stay up to date with the report. You will also find lots of information on past contests on various websites, including YouTube and Google. It is also expected that a past finalist of the contest will be giving one or two presentations on the contest during the semester.

The word limit is 3000 words +/- 300 words (excluding references, no appendixes accepted).

Students can complete this either individually or in groups of up to 6. If students choose to complete in groups, only one submission is needed for a group, and the same mark will be given to all the group members.
All group members’ student numbers should be listed in the first page.

The due date is 9:00am, Wednesday, June 3, 2015. An extension may be applied for special consideration (please refer to the special consideration subsection for more details).

There will be a penalty of 5% per working day delay or part thereof, and a penalty of 5% for not meeting the word limit requirement. For example, if a student hands in their proposal at 10am on June 3 2015 then there will be penalised 5% of the total marks available for the item; if the submission is at 10am on June 4 2014, there will be 10% penalty.

Assessment Task 3: StuKent Internet Simulation Game
Details of task:

The StuKent Internet Simulation Game is a test of your knowledge and understanding of strategic marketing concepts and practice applied to an internet marketing company simulation. The game is fully online via a website and does not require any software to use or download and can be played from wherever you have internet access.

Full details and registration of the game is found at http://www.stukent.com/

The game will run from week 3 until the end of the semester in week 13. Your final mark will be determined from your final game score.

Students need to complete this task individually.

Assignment Submission
Assignments are submitted using the course Wattle site. Assignments submitted through Wattle no longer require cover sheets. Please keep a copy of the assignment for your records.

The ANU is using Turnitin to enhance student citation and referencing techniques, and to assess assignment submissions as a component of the University's approach to managing Academic Integrity. For additional information regarding Turnitin please visit ANU Online.

Extensions and Penalties
Where an assignment is submitted after the due date, students are penalised by five (5) per cent of the possible marks available for the assessment task per working day or part thereof.

Special consideration for assessments
Students who are unable to submit their assignment by the due date may be eligible for an extension if supported by an application for Special Consideration.

Information on special assessment consideration can be found at: http://www.anu.edu.au/students/program-administration/assessments-exams/special-assessment-consideration.

Special Consideration applications must be completed before the due date of the affected assessment, or no later than three working days after the due date of the affected assessment.

The application must include all supporting documentation and include a copy of as much of the assignment as has been completed by the due time and date.
Special consideration applications are only submitted online at special.consideration@anu.edu.au. You will be notified by the RSM office if an extension has been approved.

**Returning Assignments**
All assignments will be returned electronically via Turnitin.

**Identify your Assignment with your Student Number only**
When submitting your assignment please ensure that it contains your student number in the file name and on the first page. Please do not put your name anywhere in your assignment.

**Use of Assignments as exemplars and grade moderation**
An important resource for enhancing educational quality is a stock of student work which can be de-identified and used as exemplars for future students in ANU courses, and for grade moderation exercises for teaching staff. If you do not wish your assignment to be used for such purposes please include a note to that effect on the front page of the assignment.

**Examinations**
There is a mid-semester examination in this unit. Dates, time and venue of this assessment task will be released via the ANU Timetabling website.

Academic staff are in no way responsible for the specific time for when this item will be held so do not request a special time due to your individual circumstances. Policies relating to examinations will be strictly applied, including absences from exams. We advise all students to delay or defer travel plans until after the exam date is finalised as missing exams due to travel is not an acceptable excuse.

**Scaling**
Your final mark for the course will be based on the raw marks allocated for each assignment or examination. However, your final mark may not be the same number as produced by that formula, as marks may be scaled. Any scaling applied will preserve the rank order of raw marks (i.e. if your raw mark exceeds that of another student, then your scaled mark will exceed or equal the scaled mark of that student), and may be either up or down.

**Finalisation of Marks and Grades**
After marking is concluded the lecturer will submit a report to the Committee of Examiners for the course recommending final marks and letter grades for each student. The Committee comprises, at a minimum, the Director of the Research School of Management, the lecturer, and at least one second examiner. The lecturer’s recommendations are based on the points accumulated by each student and judgments about individual student performance, guided by the ANU Policy on Coursework Assessment:

**Referencing Requirements**
Referencing method used for this course is in-text referencing or also referred to as Harvard or Chicago. Whilst there is no penalty for foot noting or Oxford style, we discourage its use as it is rarely used in marketing.
READING LISTS

Students are expected to own and use the following textbook.


EBooks are available at a lower price:
http://www.cengage.com/ausched/instructor.do?disciplinenumber=1027&product_isbn=9780170189392&courseid=&codeid=&subTab=About_the_Author&mainTab=&mailFlag=true&topicName

Students are also required to pay for the registration costs of the Stukent game. Cost is $US50 and details are found at www.stukent.com

TUTORIAL AND/OR SEMINAR REGISTRATION

There is no tutorial or seminar signup for this course.

COMMUNICATION

Email
If necessary, the lecturers for this course will contact students on their official ANU student email address. Information about your enrolment and fees from the Registrar and Student Services’ office will also be sent to this email address.

Announcements
Students are expected to check the Wattle site for announcements about this course, e.g. changes to timetables or notifications of cancellations. Notifications of emergency cancellations of lectures or tutorials will be posted on the door of the relevant room.

Course URLs
More information about this course may be found on:
- Programs and Courses (http://programsandcourses.anu.edu.au/2014/Catalogue)
- College of Business and Economics website (http://cbe.anu.edu/courses) and
- Wattle (https://wattle.anu.edu.au), the University's online learning environment. Log on to Wattle using your student number and your ISIS password.
Support for Students
The University offers a number of support services for students. Information on these is available online from [http://students.anu.edu.au/studentlife/](http://students.anu.edu.au/studentlife/)

POLICIES

ANU has educational policies, procedures and guidelines, which are designed to ensure that staff and students are aware of the University’s academic standards, and implement them. You can find the University’s education policies and an explanatory glossary at: [https://policies.anu.edu.au/ppl/index.htm](https://policies.anu.edu.au/ppl/index.htm).


Students are expected to have read the Code of Practice for Student Academic Integrity before the commencement of their course.

Key policies include:
- Student Assessment (Coursework)
- Student Surveys and Evaluations
- Assessment of Student Learning