Tasmanian School of Business & Economics (TSBE) (School)

College of Business and Economics (College)

BMA351
MARKETING MANAGEMENT
SHANGHAI OCEANS UNIVERSITY

12.50 Credit points

Semester 2, 2019

Unit Outline

Lingling Gao
## CONTACT DETAILS

### Unit coordinator

<table>
<thead>
<tr>
<th>Unit coordinator:</th>
<th>Lingling Gao</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campus:</td>
<td>SOU</td>
</tr>
<tr>
<td>Email:</td>
<td><a href="mailto:Lingling.Gao@utas.edu.au">Lingling.Gao@utas.edu.au</a></td>
</tr>
<tr>
<td>Room location and number:</td>
<td>AIEN Building, Shanghai</td>
</tr>
<tr>
<td>Consultation hours:</td>
<td>By appointment</td>
</tr>
</tbody>
</table>

### Other teaching staff

<table>
<thead>
<tr>
<th>Tutor:</th>
<th>Allen Xi</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campus:</td>
<td>SOU</td>
</tr>
<tr>
<td>Email:</td>
<td><a href="mailto:Allen.Xi@utas.edu.au">Allen.Xi@utas.edu.au</a></td>
</tr>
<tr>
<td>Phone:</td>
<td>+ 86 18616892930</td>
</tr>
<tr>
<td>Room location and number:</td>
<td>AIEN Building, Shanghai</td>
</tr>
<tr>
<td>Consultation hours:</td>
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</tr>
</tbody>
</table>
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WHAT IS THE UNIT ABOUT?

Unit description

The demand for trained, experienced and effective marketing practitioners is growing. Marketing is a discipline that seeks to ‘make sense’ of the commercial world around us, a skill that can benefit any enterprise. As such, more and more firms (including government agencies and non-profit organisations) are seeking people capable of putting marketing theory into practice by formulating and implementing effective marketing plans.

This unit introduces you to the theories underpinning marketing strategy, and their role in the development of an effective marketing plan. This unit also allows you to integrate and apply the knowledge gained in your previous studies to solve real-world marketing problems.

Intended Learning Outcomes

On completion of this unit, you will be able to:

1. Demonstrate knowledge of the theories and concepts of marketing strategy.
2. Apply marketing strategy theory and independent research to contemporary marketing strategy issues.
3. Communicate marketing strategy theory and practice.
Graduate Quality Statement

Successful completion of this unit supports your development of course learning outcomes, which describe what a graduate of a course knows, understands and is able to do. Course learning outcomes are available from the Course Coordinator. Course learning outcomes are developed with reference to national discipline standards, Australian Qualifications Framework (AQF), any professional accreditation requirements and the University of Tasmania’s Graduate Statement.

The University of Tasmania experience unlocks the potential of individuals. Our graduates are equipped and inspired to shape and respond to the opportunities and challenges of the future as accomplished communicators, highly regarded professionals and culturally competent citizens in local, national, and global society. University of Tasmania graduates acquire subject and multidisciplinary knowledge and skills, and develop critical and creative literacies and numeracies and skills of inquiry. They demonstrate the ability to apply this knowledge in changing circumstances. Our graduates recognise and critically evaluate issues of social responsibility, ethical conduct and sustainability, are entrepreneurial and creative, and are mindful of their own wellbeing and that of the community. Through respect for diversity and by working in collaborative ways, our graduates reflect the values of the University of Tasmania.

Alterations to the unit as a result of student feedback

A comprehensive reading list will be provided on MyLO. Real business case studies will be updated.

Prior knowledge &/or skills

BMA151 Principles of Marketing and 2 x level 200 marketing units.
HOW WILL I BE ASSESSED?

Assessment schedule

<table>
<thead>
<tr>
<th>Assessment task</th>
<th>Date due</th>
<th>Percent weighting</th>
<th>Links to Intended Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Report</td>
<td>5 April</td>
<td>25%</td>
<td>LO1, LO2, LO3</td>
</tr>
<tr>
<td>2. Report</td>
<td>24 May</td>
<td>35%</td>
<td>LO1, LO2, LO3</td>
</tr>
<tr>
<td>3. Examination</td>
<td>Exam period</td>
<td>40%</td>
<td>LO1, LO3</td>
</tr>
</tbody>
</table>

Assessment details

Assessment Task 1: Report

Task Description: Strategic Analysis Report

Part of the strategic marketing planning process involves identifying and justifying an appropriate opportunity for your company, in order for it to grow. For this assessment, students will assume a role of the marketing manager for a chosen company that sells products in China. Students conduct a situational analysis and a SWOT analysis. This should be divided into the following sub-sections:

1. Internal Analysis
2. Customer Analysis
3. Macro-environmental Analysis
4. SWOT Analysis

This is an individual assessment. Assessment 1 Brief providing more details on the project will be available on MyLO.

<table>
<thead>
<tr>
<th>Criterion Number</th>
<th>Criterion Description</th>
<th>Measures ILO:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Explain and use marketing strategy theories to identify and address marketing problems and opportunities and develop a marketing plan.</td>
<td>LO1</td>
</tr>
<tr>
<td>2</td>
<td>Explain and apply marketing strategy theories and concepts to case examples.</td>
<td>LO1</td>
</tr>
</tbody>
</table>
### Assessment Task 2: Report

**Task Description**

Strategic Marketing Plan

Using the same business idea (or modified idea) from Assessment 1, Assessment 2 concentrates on your recommendations and what you think the company should do over the next 12 months. It focuses on the implementation aspect of the marketing plan. This should be divided into the following sub-sections:

1. Marketing Goals & Objectives
2. Specific Marketing Strategies
   - Target Market
   - Marketing Mix Programmes
3. Marketing Implementation & Control
   - Implementation - Tactical Marketing Activities
   - Evaluation and Control
4. Action Programmes

This is an individual assessment. Assessment 2 Brief providing more details on the project will be available on MyLO.

<table>
<thead>
<tr>
<th>Criterion Number</th>
<th>Criterion Description</th>
<th>Measures ILO:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Explain and use marketing strategy theories to identify and address marketing problems and opportunities and develop a marketing plan.</td>
<td>LO1</td>
</tr>
<tr>
<td>2</td>
<td>Explain and apply marketing strategy theories and concepts to case examples.</td>
<td>LO1</td>
</tr>
<tr>
<td>3</td>
<td>Conduct independent research on contemporary strategic marketing issues.</td>
<td>LO2</td>
</tr>
<tr>
<td>4</td>
<td>Apply knowledge and insight in the development of a marketing plan.</td>
<td>LO2</td>
</tr>
</tbody>
</table>
Apply marketing strategy theory to case study issues, document steps for implementing a marketing plan, and draw conclusions.  

Clearly, logically and professionally write a case analysis and marketing plan using marketing terminology.  

Communicate in the format of case analysis and essays, including use of full, accurate and consistent referencing.

<table>
<thead>
<tr>
<th>Task</th>
<th>Description</th>
<th>ILO</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>Apply marketing strategy theory to case study issues, document steps for implementing a marketing plan, and draw conclusions.</td>
<td>LO2</td>
</tr>
<tr>
<td>6</td>
<td>Clearly, logically and professionally write a case analysis and marketing plan using marketing terminology</td>
<td>LO3</td>
</tr>
<tr>
<td>7</td>
<td>Communicate in the format of case analysis and essays, including use of full, accurate and consistent referencing</td>
<td>LO3</td>
</tr>
</tbody>
</table>

**Assessment Task 3: Examination**

The final exam will cover all the materials of this unit and will assess your comprehension of conceptual knowledge and analytical capabilities. The final exam is worth 40 percent of the overall assessment. You must answer a compulsory question in Section A and answer three out of five questions in Section B. It will be a close-book exam. More information will be provided prior to the exam.

<table>
<thead>
<tr>
<th>Criterion Number</th>
<th>Criterion Description</th>
<th>Measured ILO:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Explain and apply marketing strategy theories and concepts to case examples.</td>
<td>LO1</td>
</tr>
<tr>
<td>2</td>
<td>Clearly, logically and professionally write a case analysis and marketing plan using marketing terminology</td>
<td>LO3</td>
</tr>
</tbody>
</table>

**How your final result is determined**

To pass this unit, you need to demonstrate your attainment of each of the Intended Learning Outcomes.

Your grade will be determined in the following way:

Your overall mark in this unit will be determined by combining your results from each assessment task. These marks are combined to reflect the percentage weighting of each task. You need to achieve an overall score of at least 50% to successfully complete this unit. It is expected that you will seek help (from the unit coordinator in the first instance), well before the due date, if you are unclear about the requirements for an assessment task.

- PP (pass) at least 50% of the overall mark but less than 60%
- CR (credit) at least 60% of the overall mark but less than 70%
- DN (distinction) at least 70% of the overall mark but less than 80%
- HD (high distinction) at least 80% of the overall mark

All grades are provisional, until confirmation by the Assessment Board at the end of semester.

**Submission of assignments**

The act of submitting your assignment will be taken as certification that it is your own work.

Assignments must be submitted electronically through the relevant assignment tab in MyLO. You must ensure that your name, student ID, unit code, tutorial time and tutor’s name (if applicable) are clearly marked on the first page. If this information is missing, the assignment will not be accepted and, therefore, will not be marked.

Where relevant, Unit Coordinators may also request you to submit a paper version of your assignment. You will be advised by the Unit Coordinator of the appropriate process relevant to your campus.

Please remember that you are responsible for lodging your assessment items on or before the due date and time. We suggest you keep a copy. Even in a perfect system, items sometimes go astray.

**Requests for extensions**

In this Policy:

1. (a) ‘day’ or ‘days’ includes all calendar days, including weekends and public holidays;
   (b) ‘late’ means after the due date and time; and
   (c) ‘assessment items’ includes all internal non-examination based forms of assessment

2. This Policy applies to all students enrolled in TSBE Units at whatever Campus or geographical location.

3. Students are expected to submit assessment items on or before the due date and time specified in the relevant Unit Outline. The onus is on the student to prove the date and time of submission.

4. Students who have a medical condition or special circumstances may apply for an extension. Requests for extensions should, where possible, be made in writing to the Unit Coordinator on or before the due date. Students will need to provide independent supporting documentation to substantiate their claims.
Penalties
Late submission of assessment items will incur a penalty of 10% of the total marks possible for that piece of assessment for each day the assessment item is late unless an extension had been granted on or before the relevant due date.

Assessment items submitted more than five (5) days late will not be accepted.

Academic staff do NOT have the discretion to waive a late penalty, subject to clause 4 above.

Review of results and appeals
Review of Assessment is available to all students once the University has released the final result for a unit. If you are dissatisfied with your final result, you may apply to have it reviewed.

Review of Assessment consists of re-marking the final exam (where applicable), checking the addition of all marks, and a check to ensure that all marks have been included in the final result.

Applications for a review of assessment are due within 10 working days of the release of the final result in the unit. If you have passed the unit you must pay an AUD $50 fee.

If you wish to have a piece of internal assessment reviewed as part of the review process, please state this clearly on the application form referred to above and include that assessment item with your application.

Please read and follow the directions provided by the University at:

Academic referencing
Before starting your assignments, you are advised to familiarise yourself with the following electronic resources.

The first is the Harvard Referencing System Style Guide, which can be accessed from the UTAS library: http://utas.libguides.com/content.php?pid=27520&sid=199808. The Harvard style is the appropriate referencing style for this unit and the guide provides information on presentation of assignments, including referencing styles. In your written work you will need to support your ideas by referring to scholarly literature, works of art and/or inventions. It is important that you understand how to correctly refer to the work of others and maintain academic integrity.

Failure to appropriately acknowledge the ideas of others constitutes academic dishonesty (plagiarism), a matter considered by the University of Tasmania as a serious offence.
The second is the Tasmanian School of Business and Economics’ Writing Assignments: A Guide, which can be accessed at: http://www.utas.edu.au/business-and-economics/student-resources. This guide provides you with useful information about the structure and style of assignments in the TSBE.

In your written work you will need to support your ideas by referring to scholarly literature, works of art and/or inventions. It is important that you understand how to correctly refer to the work of others, and how to maintain academic integrity.

The University library provides information on presentation of assignments, including referencing styles and should be referred to when completing tasks in this unit.

Please read the following statement on plagiarism. Should you require clarification please see your unit coordinator or lecturer.

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**Plagiarism**

Plagiarism is a form of cheating. It is taking and using someone else's thoughts, writings or inventions and representing them as your own; for example, using an author's words without putting them in quotation marks and citing the source, using an author's ideas without proper acknowledgment and citation, copying another student's work.

If you have any doubts about how to refer to the work of others in your assignments, please consult your lecturer or tutor for relevant referencing guidelines. You may also find the [Academic Honesty site on MyLO](http://www.utas.edu.au/business-and-economics/student-resources) of assistance.

The intentional copying of someone else’s work as one’s own is a serious offence punishable by penalties that may range from a fine or deduction/cancellation of marks and, in the most serious of cases, to exclusion from a unit, a course or the University.

**The University and any persons authorised by the University may submit your assessable works to a plagiarism checking service, to obtain a report on possible instances of plagiarism. Assessable works may also be included in a reference database. It is a condition of this arrangement that the original author’s permission is required before a work within the database can be viewed.**

For further information on this statement and general referencing guidelines, see the [Plagiarism and Academic Integrity](http://www.utas.edu.au/business-and-economics/student-resources) page on the University web site or the [Academic Honesty site on MyLO](http://www.utas.edu.au/business-and-economics/student-resources).
Academic misconduct

Academic misconduct includes cheating, plagiarism, allowing another student to copy work for an assignment or an examination, and any other conduct by which a student:

a. seeks to gain, for themselves or for any other person, any academic advantage or advancement to which they or that other person are not entitled; or

b. improperly disadvantages any other student.

Students engaging in any form of academic misconduct may be dealt with under the Ordinance of Student Discipline, and this can include imposition of penalties that range from a deduction/cancellation of marks to exclusion from a unit or the University. Details of penalties that can be imposed are available in Ordinance 9: Student Discipline – Part 3 Academic Misconduct.
WHAT LEARNING OPPORTUNITIES ARE THERE?

MyLO

MyLO is the online learning environment at the University of Tasmania. This is the system that will host the online learning materials and activities for this unit.

Getting help with MyLO

It is important that you are able to access and use MyLO as part of your study in this unit. To find out more about the features and functions of MyLO, and to practice using them, visit the Getting Started in MyLO unit.
For access to information about MyLO and a range of step-by-step guides in pdf, word and video format, visit the MyLO Student Support page on the University website. If something is not working as it should, contact the Service Desk (Service.Desk@utas.edu.au, phone 6226 1818), or Request IT Help Online.

Resources

Required readings

A comprehensive list of required readings and recommended readings will be provided on MyLO.

Reading Lists

Reading Lists provide direct access to all material on unit reading lists in one place. This includes eReadings and items in Reserve. You can access the Reading List for this unit from the link in MyLO, or by going to the Reading Lists page on the University Library website.

Activities

Learning expectations

The University is committed to high standards of professional conduct in all activities, and holds its commitment and responsibilities to its students as being of paramount importance. Likewise, it holds expectations about the responsibilities students have as they pursue their studies within the special environment the University offers.

Students are expected to participate actively and positively in the teaching/learning environment. They must attend classes when and as required, strive to maintain steady progress within the subject or unit framework, comply with workload expectations, and submit required work on time.
Details of teaching arrangements

This unit is delivered using weekly lectures accompanied by weekly tutorials throughout 13 weeks of the semester. Each week there will be one two-hour lecture and one one-hour tutorial. Development of subject-specific knowledge and skills are introduced in lectures and further developed through tutorials and readings. Students are expected to participate actively and positively in the teaching environment. In this unit, theory and practice go together, and therefore, students must read the assigned readings in advance to be able to use it in the lectures and tutorials.

Students need to note that these sessions do not cover all there is to learn about the topic area. Students will need to study further those areas by sourcing and reviewing additional readings relevant to the topic available in the books and journals suggested under “Recommended Readings.” Similarly, it is not possible to cover in sessions all the material contained in the prescribed text. However, all material in the prescribed text forms the subject matter of discussion in the sessions and may be subject to formal assessment in the final examination. It is expected that students review the learning material (e.g., lecture slides, text book, and additional required readings) relevant to the corresponding topic prior to attending the session. The lecture slides and tutorial materials will be uploaded on MyLO on a weekly basis. Prior to coming to the class, students are required to have reviewed the chapter(s) from the prescribed textbook or uploaded readings, and related slides. Students are also required to have read case studies and prepared for tutorial questions and exercises before attending each tutorial. Tutorial activities will focus on an interactive student-centred discussion of questions and case studies (if applicable for the week). Tutorials will commence in Week 2, the week beginning 4 March.

Specific attendance/performance requirements

In this unit, your active engagement will be monitored in the following way:

1. Completion of tutorial assignments
2. Active participation in the tutorial discussions

If you do not demonstrate evidence of having engaged actively with this unit by completing these two activities by Week 4 of semester, your enrolment may be cancelled or you may be withdrawn from the unit.

Teaching and learning strategies

The University is committed to a high standard of professional conduct in all activities, and holds its commitment and responsibilities to its students as being of paramount importance. Likewise, it holds expectations about the responsibilities students have as they pursue their studies within the special environment the University offers. The University’s Code of Conduct for Teaching and Learning states:

Students are expected to participate actively and positively in the teaching/learning environment. They must attend classes when and as required, strive to maintain
steady progress within the subject or unit framework, comply with workload expectations, and submit required work on time.

During the first four weeks of this semester, your participation and engagement in this unit will be monitored. If you do not demonstrate evidence of having engaged actively with this unit by Week 4 of semester, your enrolment may be cancelled or you may be withdrawn from the unit.

These are some of the expectations we have of you as a student enrolled in this unit:

- Read this Unit Outline in full so you are fully aware of the learning resources, teaching arrangements, assessment and study schedule.

- Maintain consistent progress and engagement in this unit. This includes checking the BMA351 MyLO site at least twice a week for important announcements, and regularly checking the Workshop Discussions boards in MyLO.

- Attend the workshops, as you might be randomly selected to hand in the answers to the workshop questions. This is part of Assessment 1.

- Before attending workshops/web conferences, listen to the mini-lecture/s and read the relevant prescribed materials.

- During workshops and web-conferences, actively engage in discussion and participate in group, and individual learning activities.

**Work Health and Safety (WHS)**

The University is committed to providing a safe and secure teaching and learning environment. In addition to specific requirements of this unit you should refer to the University’s [Work Health and Safety website](#) and policy.

**Communication**

**TO KEEP UP WITH ANNOUNCEMENTS REGARDING THIS UNIT**

Check the MyLO Announcement tool at least once every two days. The unit Announcement will appear when you first enter our unit’s MyLO site. Alternatively, click on the Announcement button (towards the top of the MyLO screen) at any time.

**WHEN YOU HAVE A QUESTION**

Other students may have the same question that you have. Please go to the Ask the Class Discussion forum on the unit’s MyLO site. Check the posts that are already there – someone may have answered your question already. Otherwise, add your question as a new topic. Students are encouraged to support each other using this forum – if you can answer someone’s question, please do. We will attempt to respond to questions within 48 business hours. If your question is related to a personal issue or your performance in the unit, please contact the appropriate teaching staff member by email instead.
WHEN YOU HAVE AN ISSUE THAT WILL IMPACT ON YOUR STUDIES OR THE SUBMISSION OF AN ASSESSMENT TASK

If you have a personal question related to your studies or your grades, please contact teaching staff by email.

For general questions about the unit, please add them to the Ask the Class Discussion forum on the unit’s MyLO site. This way, other students can also benefit from the answers.

Concerns and complaints

The University is committed to providing an environment in which any concerns and complaints will be treated seriously, impartially and resolved as quickly as possible. We are also committed to ensuring that a student may lodge a complaint without fear of disadvantage. If you have a concern, information about who to contact for assistance is available on the ‘How to resolve a student complaint’ page.

Further information and assistance

If you are experiencing difficulties with your studies or assignments, have personal or life-planning issues, disability or illness which may affect your course of study, you are advised to raise these with the unit coordinator in the first instance.

There is a range of University-wide support services available to you including Student Learning Support, Student Advisers, Disability Services, and more which can be found on the Student Support and Development page of the University website.

Should you require assistance in accessing the Library, visit their website for more information.
<table>
<thead>
<tr>
<th>Week</th>
<th>Date Beginning</th>
<th>Topic/Area</th>
<th>Activities</th>
<th>Resources/Readings/Further Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>25 February</td>
<td>Lecture 1: Marketing in today’s economy</td>
<td>Reading list: Chapter 1</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>4 March</td>
<td>Lecture 2: Strategic marketing planning Week 2 tutorial</td>
<td>Chapter 2</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>11 March</td>
<td>Lecture 3: Collecting and analysing marketing information Week 3 tutorial</td>
<td>Chapter 3</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>18 March</td>
<td>Lecture 4: Developing competitive advantage Week 4 tutorial</td>
<td>Chapter 4</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>25 March</td>
<td>Lecture 5: Segmentation and targeting Week 5 tutorial</td>
<td>Chapter 5</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>1 April</td>
<td>Lecture 6: Assignment 1 Week 6 tutorial</td>
<td>Item 2 due – Friday 5 April</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>8 April</td>
<td>Lecture 7: The marketing mix Week 7 tutorial</td>
<td>Chapter 6</td>
<td></td>
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<tr>
<td>8</td>
<td>15 April</td>
<td>Lecture 8: Branding and positioning Week 8 tutorial</td>
<td>Chapter 7</td>
<td></td>
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<td></td>
<td></td>
<td><strong>Mid-semester break 18 – 24 April (inclusive)</strong></td>
<td></td>
<td></td>
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<tr>
<td>9</td>
<td>22 April</td>
<td>Lecture 9: Implementation and control Week 9 tutorial</td>
<td>Chapter 9</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>29 April</td>
<td>Lecture 10: Developing long-term customer Relationships</td>
<td>Chapter 10</td>
<td></td>
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<tr>
<td>Week 10 tutorial</td>
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<tr>
<td>11 6 May</td>
<td>Lecture 11: Assignment Workshop</td>
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<td></td>
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<tr>
<td>12 13 May</td>
<td>Lecture 11: Assignment Workshop</td>
<td></td>
<td></td>
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<tr>
<td>13 20 May</td>
<td>Self Directed Learning Session</td>
<td></td>
<td></td>
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<tr>
<td>Item 3 due – Friday 24 May</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>14 27 May</td>
<td>Lecture 12: Unit Review &amp; Exam preparation</td>
<td></td>
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</table>

**SOU Examination period commences 8 June**
ACCREDITATION

AACSB Accreditation

The Tasmanian School of Business and Economics (TSBE) is currently in the process of applying for business accreditation with the Association to Advance Collegiate Schools of Business (AACSB) – the lead program for accrediting business schools globally. AACSB seeks to connect educators, students, and business to achieve a common goal – to create the next generation of business leaders.

By joining AACSB and going through the accreditation process, TSBE is joining a global alliance committed to improve the quality of business education around the world, and to share the latest innovations in business education. Gaining Business Accreditation with AACSB is a multi-year process involving TSBE demonstrating our performance against the 15 accreditation standards.

Once complete, TSBE will join a select community of accredited business schools, with only 7% of all business schools globally having completed the AACSB process. This will further enhance the reputation of TSBE, and further enhance the global recognition of your qualifications. To find out more about AACSB click here.