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

College of Business and Economics (College)

BMA709
STRATEGIC MARKETING MANAGEMENT

12.50 Credit points

Semester 2, 2019

Unit Outline

Unit Coordinator

Kim Lehman
CONTACT DETAILS

Unit coordinator

Unit coordinator: Kim Lehman
Campus: Newnham
Email: Kim.Lehman@utas.edu.au
Phone: 6324 3001
Consultation hours: By appointment
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WHAT IS THE UNIT ABOUT?

Unit description

To be successful, a company must develop competitive marketing strategies that effectively position its products against competitors and give it the strongest possible competitive advantage. The task of marketing management is to develop, maintain and/or defend an organisation’s competitive position based on strategic planning that aligns with its objectives, skills, and resources and changing market opportunities.

Within this context, the focus of this unit is on developing students’ knowledge and skills to develop marketing strategy, manage the organisation’s strategic marketing management activities and develop an effective marketing plan. There are three modules within which students will cover the theoretical foundations of marketing management, key aspects related to operationalising marketing management, and then contemporary issues that are particularly significant in the modern context. Overall, this unit allows students to integrate and apply the knowledge gained in their previous studies of marketing.

Intended Learning Outcomes

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

1. Explain theories and concepts related to marketing management.
2. Apply specific marketing management theories and concepts.
3. Develop, implement and evaluate marketing management strategies.
4. Communicate orally and in written contexts.
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 Topic Study Guide has been added to the Readings and Resources available on MyLO. The Guide provides an overview of each Topic’s contents.

Prior knowledge &/or skills

It is strongly recommended that you complete BMA506 Foundations of Marketing and BMA604 Consumer Decision Making before undertaking this unit to ensure you have the necessary level of knowledge to successfully complete assessments.
### 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>Assessment Task 1: Multiple Choice Quiz</td>
<td>Dates assigned in schedule at end of unit outline</td>
<td>10%</td>
<td>LO 1</td>
</tr>
<tr>
<td>Assessment Task 2: Discussion forum posts and peer review</td>
<td>Dates assigned in schedule at end of unit outline</td>
<td>30%</td>
<td>LO 1, 2, 3 &amp; 4</td>
</tr>
<tr>
<td>Assessment Task 3: Group presentations</td>
<td>Saturday 17 August – during Workshop 1; Saturday 21 September – during Workshop 2; Saturday 19 October - during Workshop 3</td>
<td>20% for each presentation: Total 60%</td>
<td>LO 1, 2, 3 &amp; 4</td>
</tr>
</tbody>
</table>

#### Assessment details

**Assessment Task 1: Multiple Choice Quiz**

<table>
<thead>
<tr>
<th>Task description</th>
<th>Criterion Number</th>
<th>Criterion Description</th>
<th>Measures Intended Learning Outcome:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students are expected to complete quizzes assigned to each of the eight (8) Topics, as well as a quiz based on the Introduction. Quizzes can be found in the quiz section of MyLO.</td>
<td>1</td>
<td>Identify the unique characteristics of marketing management.</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>Explain the importance of marketing management for a range of products and services.</td>
<td>1</td>
</tr>
<tr>
<td>Task length</td>
<td>Dates assigned to each Topic – see Study Schedule</td>
<td>Each quiz will have a 20 minute time limit and be comprised of (10) ten questions.</td>
<td></td>
</tr>
</tbody>
</table>

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Assessment task 2 — Discussion forum posts and peer review

<table>
<thead>
<tr>
<th>Task description</th>
<th>Criterion Description</th>
<th>Measures ILO:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Task description</td>
<td>You are required to post your strategies and actions to the set scenarios/cases/questions for each of the eight (8) Topics on the MyLO discussion board (250 words). Once you have posted your strategies and actions you will be able to see the posts of other students in that discussion group. You must comment on two of these analyses stating something positive, an additional point that they missed, and a reading that they could refer to and why. Each peer review should be approximately 150 words.</td>
<td></td>
</tr>
<tr>
<td>Criterion Number</td>
<td>Criterion Description</td>
<td>Measures ILO:</td>
</tr>
<tr>
<td>1</td>
<td>Explain the importance of marketing management for a range of products and services.</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>Evaluate the role of theory and concepts in marketing management practice.</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>Apply marketing management theories.</td>
<td>2</td>
</tr>
<tr>
<td>4</td>
<td>Devise and implement marketing management strategy and tactics to develop a brand.</td>
<td>3</td>
</tr>
<tr>
<td>5</td>
<td>Explain how to measure and evaluate marketing management performance results in terms of achieving the established objectives.</td>
<td>3</td>
</tr>
<tr>
<td>6</td>
<td>Communicate marketing management strategies, considering the cultural and social differences of customers in different geographical markets.</td>
<td>4</td>
</tr>
<tr>
<td>Task length</td>
<td>Each post has a 250 word limit. Each peer review post has a limit of 150 words (300 combined). Six (6) of the posts will be randomly marked over the semester — three (3) discussion posts and three (3) peer review posts. Over-length posts will be penalised 1 mark.</td>
<td></td>
</tr>
<tr>
<td>Due by date</td>
<td>Dates assigned to each Topic – see Study Schedule</td>
<td></td>
</tr>
</tbody>
</table>
### Assessment task 3— Group presentations

**Task description**

There will be three (3) group presentations, one at each of the Workshops (see Study Schedule). The topic for each presentation will be structured around the development of a logically derived marketing plan. The topics and further information will be provided in MyLO: *Assessment Item 3/Information; Assessment Item 3/Presentation topics*

<table>
<thead>
<tr>
<th>Criterion Number</th>
<th>Criterion Description</th>
<th>Measures ILO:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Explain the importance of marketing management for a range of products and services.</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>Evaluate the role of theory and concepts in marketing management practice.</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>Apply marketing management theories.</td>
<td>2</td>
</tr>
<tr>
<td>4</td>
<td>Devise and implement marketing management strategy and tactics to develop a brand.</td>
<td>3</td>
</tr>
<tr>
<td>5</td>
<td>Explain how to measure and evaluate marketing management performance results in terms of achieving the established objectives.</td>
<td>3</td>
</tr>
<tr>
<td>6</td>
<td>Communicate marketing management strategies, considering the cultural and social differences of customers in different geographical markets.</td>
<td>4</td>
</tr>
<tr>
<td>7</td>
<td>Determine and justify which marketing management strategies are more appropriate for different target segments and communicate them in oral and written formats.</td>
<td>4</td>
</tr>
</tbody>
</table>

**Task length**

Each group will undertake a presentation at each of the Workshops: minimum length of 10 minutes and a maximum length of 15 minutes, with 5 minutes for questions – total length of 20 minutes.

The time limit will be strictly enforced, and under- and over-length presentations will be penalised 10% of the available marks.

Each group is required to submit a two (2) page written overview of each of their presentations. Groups are also required
to upload their slide presentation. The Due Date for the submission is noted on MyLO.

Each group will also be required to ask questions of one of the other presenting groups at the Workshop—peer review. A roster of group numbers will be provided on MyLO.

| Due by date | Saturday 17 August – during Workshop 1;  
Sat 21 September – during Workshop 2;  
Sat 19 October - during Workshop 3 |

**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. Applications for a review of assessment are due within 10 working days of the release of the final result in the unit. When applying for a review, you must pay a $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:


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**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.
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 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 page on the University web site or the Academic Honesty site on MyLO.

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.
Student Behaviour

The University Behaviour Policy sets out behaviour expectations for all members of our University community including students and staff.

The aim in doing so is to ensure that our community members are safe, feel valued and can actively contribute to our University mission.

It is expected that community members behave in a manner that is consistent with our University values – respect, fairness and justice, integrity, trust, responsibility and honesty. There are also certain behaviours that are considered inappropriate, such as unlawful discrimination, bullying and sexual misconduct.

The accompanying University Behaviour Procedure sets out the process and avenues that University community members can access to resolve concerns and complaints regarding inappropriate behaviour by a University community member. Wherever possible, the focus will be on early intervention and a ‘restorative’ approach that creates awareness of inappropriate behaviour and its impact on others. However, in some cases, students who engage in inappropriate behaviour may be subject to disciplinary proceedings, which may impact upon continuation of their studies.

Students can seek support and assistance from the Safe and Fair Community Unit SaFCU@utas.edu.au or ph: 6226 2560.

Matters are dealt with in confidence and with sensitivity.
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 textbook is not required for this unit.

Recommended readings


**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.

**Useful Websites**

There are a considerable number of websites related to the general topic of marketing. Regularly scanning blogs, the social media and relevant websites for articles and news will broaden your understanding of the real world application of the theories covered in this unit.

**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**

BMA709 Strategic Marketing Management will be delivered over the thirteen (13) week Semester using learning material provided through the unit’s MyLO site, and at a series of three (3) Workshops conducted on a Saturday (see the Study Schedule for details).

The learning material is divided into three modules covering eight (8) topic areas in total. Each topic will include a short video introduction, which will provide a guide on how to approach the readings, etc., as well as what the important issues/theories are. Each topic will have a multiple choice quiz based on content to assess student understanding (see Assessment Item 1) There will also be a selection of readings for each topic—from both the academic and practitioner presses—as well as targeted videos where appropriate. In addition, there will be discussion boards on each topic,
where students must post an answer to a question or case and comment on two other students posts (see Assessment Item 2).

The Workshops will run from 10.00am to 4.00pm (with 30 minutes for lunch). Each Workshop will begin with the presentations set for Assessment Item 3 (see below). These will be followed by class and group discussions. Feedback will also be provided during this time.

**Specific attendance/performance requirements**

In order to pass this unit all students must attend the three (3) Workshops. Students enrolled as Distance will be able to attend via live streaming but are strongly encouraged to attend on campus if possible.

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

1. Completion of the Introduction Quiz and the Topic 1 Quiz
2. Completion of Discussion Forums and Peer Review 1 and Discussion Forums and Peer Review 2

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.

**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.

A NOTE ABOUT EMAIL CORRESPONDENCE

You are expected to check your UTAS email (WebMail) on a regular basis – at least three times per week. To access your WebMail account, login using your UTAS username and password at https://webmail.utas.edu.au/.

You are strongly advised not to forward your UTAS emails to an external email service (such as gmail or Hotmail). In the past, there have been significant issues where this has occurred, resulting in UTAS being blacklisted by these email providers for a period of up to one month. To keep informed, please use your UTAS email as often as possible.

We receive a lot of emails. Be realistic about how long it might take for us to respond.

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.
## Unit schedule

<table>
<thead>
<tr>
<th>WEEK</th>
<th>DATE BEGINNING</th>
<th>TOPIC/ MODULE/ FOCUS AREA</th>
<th>WORKSHOPS/DUE DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>15 July</td>
<td>Introduction to the Unit</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Module 1 – Theoretical Foundations</strong></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>22 July</td>
<td>Topic 1: The strategic planning process</td>
<td>Introduction Quiz - ungraded – Closes Tuesday 23 July, 9.00pm</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Discussion Forums and Peer Review 1 – Closes Friday 26 July, 9.00pm</td>
</tr>
<tr>
<td>3</td>
<td>29 July</td>
<td>Topic 2: Mission, vision and goals</td>
<td>Topic 1 Quiz – Closes Tuesday 30 July, 9.00pm</td>
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<td></td>
<td></td>
<td></td>
<td>Discussion Forums and Peer Review 2 – Closes Friday 2 August, 9.00pm</td>
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<tr>
<td>4</td>
<td>4 August</td>
<td>Topic 3: Segmentation and targeting</td>
<td>Topic 2 Quiz – Closes Tuesday 6 August, 9.00pm</td>
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<td></td>
<td></td>
<td></td>
<td>Discussion Forums and Peer Review 3 – Closes Friday 9 August, 9.00pm</td>
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<tr>
<td>5</td>
<td>12 August</td>
<td>Assessment planning week 1</td>
<td>Topic 3 Quiz – Closes Tuesday 13 August, 9.00pm</td>
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<td></td>
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<td>Saturday 17 August – Workshop 1 and Presentation 1</td>
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<td></td>
<td></td>
<td><strong>Module 2 – Key Aspects</strong></td>
<td></td>
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<tr>
<td>6</td>
<td>19 August</td>
<td>Topic 4: The marketing mix</td>
<td>Discussion Forums and Peer Review 4 – Closes Friday 23 August, 9.00pm</td>
</tr>
<tr>
<td>7</td>
<td>26 August</td>
<td>Topic 5: Products, portfolios and positioning</td>
<td>Topic 4 Quiz – Closes Tuesday 27 August, 9.00pm</td>
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<td></td>
<td>Discussion Forums and Peer Review 5 – Closes Friday 30 August, 9.00pm</td>
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<td></td>
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<td><strong>Mid-semester break (Monday 2 September – Friday 8 September inclusive)</strong></td>
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<tr>
<td>8</td>
<td>9 September</td>
<td>Topic 6: Implementation and control</td>
<td>Topic 5 Quiz – Closes Tuesday 10 September, 9.00pm</td>
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<td></td>
<td>Discussion Forums and Peer Review 6 – Closes Friday 13 September, 9.00pm</td>
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<tr>
<td>Week</td>
<td>Date</td>
<td>Topic</td>
<td>Due Date</td>
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<tr>
<td>9</td>
<td>16 September</td>
<td>Assessment planning week 2</td>
<td>Topic 6 Quiz – Closes Tuesday 17 September, 9.00pm Saturday 21 September – Workshop 2 and Presentation 2</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Module 3 – Contemporary Issues</strong></td>
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</tr>
<tr>
<td>10</td>
<td>23 September</td>
<td>Topic 7: Entering the global market</td>
<td>Discussion Forums and Peer Review 7 – Closes Friday 27 September, 9.00pm</td>
</tr>
<tr>
<td>11</td>
<td>30 September</td>
<td>Topic 7 (cont.)</td>
<td>Topic 7 Quiz – Closes Tuesday 1 October, 9.00pm</td>
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<tr>
<td>12</td>
<td>7 October</td>
<td>Topic 8: B2B marketing management</td>
<td>Discussion Forums and Peer Review 8 – Closes Friday 11 October, 9.00pm</td>
</tr>
<tr>
<td>13</td>
<td>14 October</td>
<td>Topic 8 (cont.)</td>
<td>Topic 8 Quiz – Closes Tuesday 15 October, 9.00pm Saturday 19 October – Workshop 3 and Presentation 3</td>
</tr>
</tbody>
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Examination Period: Saturday 26 October to Tuesday 12 November (inclusive)
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.