Tasmanian School of Business and Economics

BMA351
MARKETING MANAGEMENT

Semester 2, 2018
Unit Outline

Dr. Lin Yang
**CONTACT DETAILS**

**Unit coordinator**

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Phone:  
Room location and number: Room 322, Centenary Building, Sandy Bay Campus  
Consultation hours: TBA

**Other teaching staff**

Tutor: Ms Alberte Toettenborg  
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Phone:  
Room location and number: TBA  
Consultation hours: TBA
## CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>WHAT IS THE UNIT ABOUT?</td>
<td>2</td>
</tr>
<tr>
<td><strong>Unit Description</strong></td>
<td>2</td>
</tr>
<tr>
<td><strong>Intended Learning Outcomes</strong></td>
<td>2</td>
</tr>
<tr>
<td>HOW WILL I BE ASSESSED?</td>
<td>3</td>
</tr>
<tr>
<td><strong>Assessment Schedule</strong></td>
<td>3</td>
</tr>
<tr>
<td><strong>Assessment Details</strong></td>
<td>3</td>
</tr>
<tr>
<td>WHAT LEARNING OPPORTUNITIES ARE THERE?</td>
<td>5</td>
</tr>
<tr>
<td><strong>Resources</strong></td>
<td>5</td>
</tr>
<tr>
<td><strong>Activities</strong></td>
<td>6</td>
</tr>
<tr>
<td><strong>Unit Schedule</strong></td>
<td>7</td>
</tr>
<tr>
<td>ACCREDITATION</td>
<td>9</td>
</tr>
<tr>
<td><strong>AACSB Accreditation</strong></td>
<td>9</td>
</tr>
</tbody>
</table>
NOTICE

This Unit Outline refers to the Unit Outline Essential Information resource which includes information, policies and requirements relevant to this unit. You must read the Essential Information resource as it is considered part of this Unit Outline.

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 students to the theories underpinning marketing strategy, and their role in the development of an effective marketing plan. This unit also allows students to integrate and apply the knowledge gained in their 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.
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:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Marketing Plan Part 1 – Strategic Analysis Report</td>
<td>Monday 27 August 12.00 pm (Hobart Time)</td>
<td>25%</td>
<td>1, 2, 3</td>
</tr>
<tr>
<td>Assessment Task 2:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Marketing Plan Part 2 – Strategic Marketing Plan</td>
<td>Monday 8 October 12.00 pm (Hobart Time)</td>
<td>35%</td>
<td>1, 2, 3</td>
</tr>
<tr>
<td>Exam</td>
<td>TBA</td>
<td>40%</td>
<td>1, 3</td>
</tr>
</tbody>
</table>

Assessment details

Assessment task 1

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 Australia. Students conduct a situational analysis and a SWOT analysis, identify the target market/s, and present his/her product idea, which usually form sections of the marketing plan. This should be divided into the following sub-sections:

1. Market Analysis
2. Competitor Analysis
3. Macro-environmental Analysis
4. SWOT Analysis
5. Target Market Identification
6. Recommendations

This is an individual assessment.

Assessment 1 Brief providing more details on the project will be available on MyLO.
Assessment task 2

**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. Positioning strategy
2. Marketing objectives
3. Marketing Mix Programmes
4. Projected Marketing Expenses
5. Evaluation and Controls
6. Action Programmes
7. Collateral material

This is an individual assessment.

Assessment 2 Brief providing more details on the project will be available on MyLO.
Final Exam

<table>
<thead>
<tr>
<th>Description / conditions</th>
<th>The final exam is worth 40 percent of the overall assessment. Students must answer a compulsory question in Section A and answer two out of three questions in Section B.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Criterion</td>
<td>Measures Intended Learning Outcome:</td>
</tr>
<tr>
<td>Criterion 1</td>
<td>Lecturer to discuss with students</td>
</tr>
<tr>
<td>Duration</td>
<td>2 hours</td>
</tr>
<tr>
<td>Date</td>
<td>The final exam is conducted by the Student Centre in the formal examination period. See the Examinations and Results page on the University's website, or access your personal exams timetable by logging into the eStudent Centre - Personal Exams Timetable for specific date, time and location closer to the examination period.</td>
</tr>
</tbody>
</table>

WHAT LEARNING OPPORTUNITIES ARE THERE?

Resources

Required readings

You will need the following text:


Recommended readings


Ferrell, O.C. and Hartline, M.D. (2013), Marketing strategy, 6th ed, Cengage Learning, Mason, OH.


**Journals and Periodicals:**

- Australasian Marketing Journal
- European Journal of Marketing
- Business Review Weekly
- Journal of Marketing Management
- Journal of Marketing
- Journal of Strategic Marketing
- Journal of the Academy of Marketing Science
- Industrial Marketing Management
- Marketing Science
- International Marketing Review
- Journal of Business and Industrial Marketing
- Journal of Services Marketing

**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.

**Equipment, materials, software, accounts**

N/A.

**Activities**

**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 23 July.

**Distance Mode**

All lectures will be recorded and available on MyLO for distance students. The tutorials for distance students will be held in ‘Online Sessions’ through Blackboard Collaborate on MyLO. The timing of tutorials will be arranged by the unit coordinator and announced accordingly. To participate in online tutorials, distance students will need internet access, head-sets, and a microphone.

**Specific attendance/performance requirements**

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

1. Attending scheduled lectures and tutorials
2. Actively participating tutorial activities

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.

**Unit schedule**

<table>
<thead>
<tr>
<th>WEEK</th>
<th>DATE BEGINNING</th>
<th>TOPIC/ MODULE/ FOCUS AREA</th>
<th>ACTIVITIES</th>
<th>RESOURCES/ READINGS/ FURTHER</th>
</tr>
</thead>
</table>

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UNIVERSITY of TASMANIA

Page 7  BMA 351 Marketing Management
<table>
<thead>
<tr>
<th></th>
<th>Date</th>
<th>Topic</th>
<th>Type</th>
<th>Reading</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>16 July</td>
<td>Unit Overview &amp; Marketing Strategy</td>
<td>Lecture</td>
<td>Ch. 2</td>
</tr>
<tr>
<td>2</td>
<td>23 July</td>
<td>Strategic Marketing Analysis</td>
<td>Lecture &amp; Tutorial</td>
<td>Ch. 2 &amp; Reading on MyLO</td>
</tr>
<tr>
<td>3</td>
<td>30 July</td>
<td>New Product Development (NPD) &amp; Innovation</td>
<td>Lecture &amp; Tutorial</td>
<td>Ch.7 &amp; Reading on MyLO</td>
</tr>
<tr>
<td>4</td>
<td>6 August</td>
<td>Branding &amp; Positioning</td>
<td>Lecture &amp; Tutorial</td>
<td>Ch. 6 &amp; 8</td>
</tr>
<tr>
<td>5</td>
<td>13 August</td>
<td>Understanding Consumers</td>
<td>Lecture &amp; Tutorial</td>
<td>Ch. 4</td>
</tr>
<tr>
<td>6</td>
<td>20 August</td>
<td>Product &amp; Service Decisions</td>
<td>Lecture &amp; Tutorial</td>
<td>Ch. 7 &amp; 9</td>
</tr>
<tr>
<td>7</td>
<td>27 August</td>
<td>Pricing Decisions</td>
<td>Lecture &amp; Tutorial</td>
<td>Ch. 10</td>
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<td></td>
<td></td>
<td><strong>Mid-semester break (Monday 3 September –Friday 7 September inclusive )</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>10 September</td>
<td>Distribution Decisions</td>
<td>Lecture &amp; Tutorial</td>
<td>Ch. 11</td>
</tr>
<tr>
<td>9</td>
<td>17 September</td>
<td>Communication Decisions</td>
<td>Lecture &amp; Tutorial</td>
<td>Ch. 12, 13 &amp; 14</td>
</tr>
<tr>
<td>10</td>
<td>24 September</td>
<td>Evaluation &amp; Control</td>
<td>Lecture &amp; Tutorial</td>
<td>Ch.16 &amp; Reading on MyLO</td>
</tr>
<tr>
<td>11</td>
<td>1 October</td>
<td>Internationalisation Strategies</td>
<td>Lecture &amp; Tutorial</td>
<td>Ch. 15</td>
</tr>
<tr>
<td>12</td>
<td>8 October</td>
<td>Marketing &amp; Ethics</td>
<td>Lecture &amp; Tutorial</td>
<td>Reading on MyLO</td>
</tr>
<tr>
<td>13</td>
<td>15 October</td>
<td>Unit Summary &amp; Exam Briefing</td>
<td>Lecture &amp; Tutorial</td>
<td></td>
</tr>
</tbody>
</table>

**Examination Period:** Saturday 27 October to Tuesday 13 November (Inclusive)
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.