



Course Outline (Higher Education)

School:	Federation Business School
Course Title:	MARKETING STRATEGY & ANALYSIS
Course ID:	BUMKT3702
Credit Points:	15.00
Prerequisite(s):	(BUMKT1501 or JM501 or SPMAN1002)
Co-requisite(s):	Nil
Exclusion(s):	Nil
ASCED:	080505

Description of the Course :

This course will provide students specialising in marketing with a capstone course. Building on previous marketing courses, it integrates components of the program via the study of strategic processes within contemporary organisations. Marketing Strategy and Analysis provides the knowledge and skills necessary to conceive and develop strategic marketing plans for products and services.

Marketing Strategy and Analysis will foster the development of business acumen and skills through its emphasis on authentic real world tasks, thus preparing students for a career in business.

Grade Scheme: Graded (HD, D, C, etc.)

Placement Component: No

Supplementary Assessment: Yes

Where supplementary assessment is available a student must have failed overall in the course but gained a final mark of 45 per cent or above and submitted all major assessment tasks.

Program Level:

Level of course in Program	AQF Level of Program					
	5	6	7	8	9	10
Introductory	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Intermediate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advanced	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Learning Outcomes:**Knowledge:**

- K1.** Distinguish between managerial and strategic perspectives in marketing, including corporate, SBU, and product level strategies
- K2.** Identify and analyse dynamic marketing environments via environmental scanning
- K3.** Analyse trends and identify growth opportunities
- K4.** Evaluate a range of alternative strategies in meeting the firms objectives
- K5.** Assess the strategic marketing planning process

Skills:

- S1.** Research and critically review an authentic marketing scenario
- S2.** Generate strategies and recommendations to enable future business growth and prosperity
- S3.** Evaluate and propose control marketing activities using appropriate business metrics
- S4.** Present the results of a strategic marketing plan in a professional manner via a written and/or oral communication skills

Application of knowledge and skills:

- A1.** Employ a coherent and rational approach to the development of marketing strategies in a new environment
- A2.** Apply marketing concepts and theories to real world business scenarios with initiative and judgement in planning, solving, and decision making

Course Content:

Topics may include:

- The strategic process
- Strategic analysis and evaluation
- Strategy development
- Marketing mix strategies
- Control of marketing activities

Values:

- V1.** Understand the role and importance of strategic planning within contemporary organisations
- V2.** Develop a marketing mindset in response to business challenges
- V3.** Develop pragmatism and commercial astuteness
- V4.** Employ professionalism in business communications

Graduate Attributes

The Federation University FedUni graduate attributes (GA) are entrenched in the Higher Education Graduate Attributes Policy (LT1228). FedUni graduates develop these graduate attributes through their engagement in explicit learning and teaching and assessment tasks that are embedded in all FedUni programs. Graduate attribute attainment typically follows an incremental development process mapped through program progression. **One or more graduate attributes must be evident in the specified learning outcomes and assessment for each FedUni course, and all attributes must be directly assessed in each program**

Graduate attribute and descriptor		Development and acquisition of GAs in the course			
		Learning Outcomes (KSA)	Code A. Direct B. Indirect N/A Not addressed	Assessment task (AT#)	Code A. Certain B. Likely C. Possible N/A Not likely
GA 1 Thinkers	Our graduates are curious, reflective and critical. Able to analyse the world in a way that generates valued insights, they are change makers seeking and creating new solutions.	K1, K2, K3, K4, K5, S1, S2, S3, S4, A1, A2	A	AT2, AT3	A
GA 2 Innovators	Our graduates have ideas and are able to realise their dreams. They think and act creatively to achieve and inspire positive change.	K2, K3	B	AT2	A
GA 3 Citizens	Our graduates engage in socially and culturally appropriate ways to advance individual, community and global well-being. They are socially and environmentally aware, acting ethically, equitably and compassionately.	K2, K3, K4, S1	B	AT2, AT3	C
GA 4 Communicators	Our graduates create, exchange, impart and convey information, ideas, and concepts effectively. They are respectful, inclusive and empathetic towards their audience, and express thoughts, feelings and information in ways that help others to understand.	S4	A	AT1, AT2	B
GA 5 Leaders	Our graduates display and promote positive behaviours, and aspire to make a difference. They act with integrity, are receptive to alternatives and foster sustainable and resilient practices.	A1, A2	B	AT2,AT3	B

Learning Task and Assessment:

Learning Outcomes Assessed	Learning Tasks	Assessment Type	Weighting
K1,K5	Demonstrate an understanding of the strategic concepts from the first half of the course	Individual test or paper	10-20%
K2,K3,K4 S1,S2,S3,S4 A1,A2	Prepare a professional strategic marketing report and presentation for an authentic business scenario	Group project (report and/or presentation)	40-60%
K1,K3,K4 S2,S3 A2	Demonstrate both knowledge and application of strategic concepts and processes	Test / Final Assessment	20-40%

Adopted Reference Style:

APA