



Unit Outline (Higher Education)

Institute / School:	Institute of Innovation, Science & Sustainability
Unit Title:	MARKETING STRATEGY
Unit ID:	BUMKT3709
Credit Points:	15.00
Prerequisite(s):	(BUMKT1501 or SPMAN1002)
Co-requisite(s):	Nil
Exclusion(s):	(BUMKT3702)
ASCED:	080505

Description of the Unit:

This unit will provide students specialising in marketing with a capstone experience. Building on previous marketing units, it integrates components of the program via the study of strategic processes within contemporary organisations. Marketing Strategy provides the knowledge and skills necessary to conceive and develop strategic marketing plans for products and services. This unit 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, P, MF, F, XF)

Work Experience:

No work experience: Student is not undertaking work experience in industry.

Placement Component: No

Supplementary Assessment: Yes

Where supplementary assessment is available a student must have failed overall in the Unit but gained a final mark of 45 per cent or above, has completed all major assessment tasks (including all sub-components where a task has multiple parts) as specified in the Unit Description and is not eligible for any other form of supplementary assessment

Course Level:

Level of Unit in Course	AQF Level of Course					
	5	6	7	8	9	10
Introductory	■	■	■	■	■	■

Level of Unit in Course	AQF Level of Course					
	5	6	7	8	9	10
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 firm's 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 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

Unit Content:

Topics may include:

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

FEDTASKS

Federation University Federation recognises that students require key transferable employability skills to prepare them for their future workplace and society. FEDTASKS (**T**ransferable **A**tttributes **S**kills and **K**nowledge) provide a targeted focus on five key transferable Attributes, Skills, and Knowledge that are embedded within curriculum, developed gradually towards successful measures and interlinked with cross-discipline and Co-operative Learning opportunities. *One or more FEDTASK, transferable Attributes, Skills or Knowledge must be evident in the specified learning outcomes and assessment for each FedUni Unit, and all must be directly assessed in each Course.*

FEDTASK attribute and descriptor		Development and acquisition of FEDTASKS in the Unit	
		Learning Outcomes (KSA)	Assessment task (AT#)
FEDTASK 1 Interpersonal	<p>Students will demonstrate the ability to effectively communicate, inter-act and work with others both individually and in groups. Students will be required to display skills in-person and/or online in:</p> <ul style="list-style-type: none"> • Using effective verbal and non-verbal communication • Listening for meaning and influencing via active listening • Showing empathy for others • Negotiating and demonstrating conflict resolution skills • Working respectfully in cross-cultural and diverse teams. 	S4	AT2
FEDTASK 2 Leadership	<p>Students will demonstrate the ability to apply professional skills and behaviours in leading others. Students will be required to display skills in:</p> <ul style="list-style-type: none"> • Creating a collegial environment • Showing self -awareness and the ability to self-reflect • Inspiring and convincing others • Making informed decisions • Displaying initiative 	Not applicable	Not applicable
FEDTASK 3 Critical Thinking and Creativity	<p>Students will demonstrate an ability to work in complexity and ambiguity using the imagination to create new ideas. Students will be required to display skills in:</p> <ul style="list-style-type: none"> • Reflecting critically • Evaluating ideas, concepts and information • Considering alternative perspectives to refine ideas • Challenging conventional thinking to clarify concepts • Forming creative solutions in problem solving. 	K2, K3, K4, S1,S2, S3	AT1, AT2

FEDTASK attribute and descriptor		Development and acquisition of FEDTASKS in the Unit	
		Learning Outcomes (KSA)	Assessment task (AT#)
FEDTASK 4 Digital Literacy	<p>Students will demonstrate the ability to work fluently across a range of tools, platforms and applications to achieve a range of tasks. Students will be required to display skills in:</p> <ul style="list-style-type: none"> • Finding, evaluating, managing, curating, organising and sharing digital information • Collating, managing, accessing and using digital data securely • Receiving and responding to messages in a range of digital media • Contributing actively to digital teams and working groups • Participating in and benefiting from digital learning opportunities. 	Not applicable	Not applicable
FEDTASK 5 Sustainable and Ethical Mindset	<p>Students will demonstrate the ability to consider and assess the consequences and impact of ideas and actions in enacting ethical and sustainable decisions. Students will be required to display skills in:</p> <ul style="list-style-type: none"> • Making informed judgments that consider the impact of devising solutions in global economic environmental and societal contexts • Committing to social responsibility as a professional and a citizen • Evaluating ethical, socially responsible and/or sustainable challenges and generating and articulating responses • Embracing lifelong, life-wide and life-deep learning to be open to diverse others • Implementing required actions to foster sustainability in their professional and personal life. 	Not applicable	Not applicable

Learning Task and Assessment:

Learning Outcomes Assessed	Assessment Tasks	Assessment Type	Weighting
K1, K5, S2	Demonstrate an understanding of the strategic concepts and how they apply to solve marketing problems	Video cases or interactive marketing simulations	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

Refer to the [library website](#) for more information

Fed Cite - [referencing tool](#)