

**School / Faculty:** Federation Business School

**Course Title:** STRATEGIC MARKETING

**Course ID:** BUMKT6923

**Credit Points:** 15.00

**Prerequisite(s):** (BM401 or BUMKT5901 or BUMKT5902) (BS922 or BUMKT5922)

**Co-requisite(s):** Nil

**Exclusion(s):** Nil

**ASCED Code:** 080505

**Grading Scheme:** Graded (HD, D, C, etc.)

**Program Level:**

AQF Level of Program						
	5	6	7	8	9	10
<b>Level</b>						
Introductory	■	■	■	■	■	■
Intermediate	■	■	■	■	■	■
Advanced	■	■	■	■	✓	■

**Learning Outcomes:**

**Knowledge:**

- K1.** Distinguish between Corporate, Business Unit, Marketing Department and Product level strategic decisions, including comparing and contrasting strategic and operational level goals and plans
- K2.** Describe the process of developing strategic marketing plans
- K3.** Examine and critically evaluate internal organisational information in order to identify the organisation's strengths, weaknesses and sustainable competitive advantage
- K4.** Examine and critically evaluate information relating to the underlying dimensions and trends of dynamic market environments in order to identify possible business and /or marketing opportunities and threats
- K5.** Describe and evaluate the key elements of a range of generic marketing strategies and the market conditions and internal organisational capabilities that best suit their successful implementation
- K6.** Identify and discuss the issues associated with planning, implementing and controlling marketing strategies and programs.

**Skills:**

- S1.** Apply analytical tools, frameworks, models and techniques to assist with the classification, analysis, evaluation and presentation of complex market and organisation information

# Course Outline (Higher Education)

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- S2.** Critically evaluate the internal and external environment of a firm in order to generate and select appropriate marketing strategies
- S3.** Devise strategic level marketing goals using specific, measurable, time bound parameters
- S4.** Work collaboratively with others to produce solutions to complex marketing problems

## Application of knowledge and skills:

- A1.** Prepare and present an oral and visual analysis of a complex marketing problem (real or case based) and recommend appropriate solutions based on established theories and practice.
- A2.** Use creativity and initiative in preparing a persuasive, written marketing strategy for an identified firm, brand or product.
- A3.** Integrate ethical, social, environmental and economic perspectives into marketing strategies

## Course Content:

Topics may include:

- An introduction to strategy including the strategic role of marketing, corporate strategic decisions and business level strategies
- The resource based view of strategy vs the market opportunity based view of strategy
- Analysing opportunities including environmental and competitor analysis, industry dynamics and strategic change, segmenting, targeting and positioning
- The use and application of analytical tools , techniques, models and frameworks incl but not limited to Porters 5 Forces, PESTEL; Value Chain; Ansoff Product-Market Matrix; BCG Grid; GE Business Screen; Ratio Analysis; Performance Evaluation; Key Success Factors;
- The concept and derivation of Sustainable Competitive Advantage
- Generic marketing strategies including the respective strategic level marketing mix for each
- Formulating marketing strategies for new market entries, growth markets, mature markets, declining markets and international markets
- Implementation and control of business and marketing strategies and programs

## Values and Graduate Attributes:

### Values:

- V1.** Understand and be committed to ethical, socially responsible and sustainable marketing practice
- V2.** Understand and appreciate the linkages and interactions between an organisation's corporate, business and marketing strategies and the sustainable development of business
- V3.** Appreciate the complexity and dynamic nature of marketing environments and the need for marketing managers to be constantly aware of developments in these environments

# Course Outline (Higher Education)

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**V4.** Appreciate that the concept of continuous learning is critical for an effective marketer

## Graduate Attributes:

FedUni graduate attributes statement. To have graduates with knowledge, skills and competence that enable them to stand out as critical, creative and enquiring learners who are capable, flexible and work ready, and responsible, ethical and engaged citizens.

Attribute	Brief Description	Focus
Knowledge, skills and competence	The study of dynamic market environments and the shifting and evolving nature of human consumerism ensures that students completing this course appreciate that continuous learning is an essential element for an effective and successful career.	Medium
Critical, creative and enquiring learners	The requirement to produce a strategic marketing plan forces the students taking this course to use their initiative and a self directed approach to exploring, researching and analysing the commercial environment and to confidently present their findings integrating all of their skills and knowledge gained from this and previous marketing courses	Medium
Capable, flexible and work ready	Production of a commercial standard Strategic Marketing Plan ensures that students completing this course are immediately able to make a serious and valuable contribution to their employer organisation adding to the productive capacity of the national and global economy. The skills and knowledge gained will help ensure that they will be in demand as employees.	High
Responsible, ethical and engaged citizens	The course emphasises the United Nations Principles of Responsible Business and develops in students an appreciation and value for ethical, socially responsible and sustainable business and marketing practices	Medium

## Learning Task and Assessment:

Learning Outcomes Assessed	Assessment Task	Assessment Type	Weighting
K3,K4 S1,S2,S4 A1, A2	Prepare and present a written and visual analysis of a complex marketing problem (real or case based)	Group project; oral presentation; practical report	15-20%
K2,K3,K4,K5,K6 S1,S2,S3,S4,S5 A1,A2, A3	Prepare a written strategic marketing plan for a firm, brand or product	Individual practical report	35-45%
K1,K3,K4,K6 S1,S2	Analyse a complex marketing problem and under a time constrained situation provide written recommended solutions using established marketing theories and practice	Individual invigilated written exam	35-50%

## Adopted Reference Style:

APA