

Marketing Principles

MNGT 4650

(Core)

Craig Tapper

Session 2, 2006

Class Dates: 20-23 July, 3-6 Aug 2006
Examination: 23 August 2006
Payment Due: 21 June 2006

Course aims / objectives:

This course aims to equip all participants with a basic understanding of the role and practice of marketing in a modern commercial, government or not-for-profit organisation. Marketing is now widely recognised as one of the major ingredients for success in business today, particularly in an increasingly global and competitive business environment. Without a sound understanding of the wants and needs of customers, key stakeholders and key audiences, organisational success can't follow. From that understanding comes the development of integrated marketing plans and strategies designed to help ensure that the organisation achieves its vision, mission and strategic objectives.

At the end of this course students will be able to:

1. Explain the role of marketing within modern business, government and not-for-profit organisations
2. Explain the process and principles involved in developing and implementing marketing plans
3. Explain the forces which motivate and direct consumer and business purchasing behaviour
4. Explain the principles that underpin the development and application of marketing strategies for both physical goods and services in competitive environments
5. Apply these principles to various organisational settings

Assessment:

1. **Group Presentation (assignment 1)** takes the form of an in-class 30-minute presentation of a marketing plan that is the solution to a case study. The presentation will be delivered by each student group on Sunday, 6 August 2006 and is worth 20% of the final mark.
2. **Group Project (assignment 2)** involves a 2,000-word written report setting out key marketing recommendations for the same case study as involved in the in-class presentation. The assignment is to be submitted electronically to craig.tapper@agsm.edu.au including the AGSM standard Assessment Cover Sheet. This is also worth 20% of the final mark
3. **Individual Assignment, (assignment 3)** is a critique of the marketing strategies of a Hong Kong based organization and is worth 20% of the final mark. The word count for this assignment will be advised on the first day of face-to-face teaching for the program. The assignment is to be submitted electronically to craig.tapper@agsm.edu.au including the AGSM standard Assessment Cover Sheet.
4. **Final examination** is open book. It will take the form of a 3-hour essay-style examination involving answering 3 questions from a selection of 5 alternatives. The exam is worth 40% of the final mark.

The criteria against which the group presentation, group project and individual assignment will be evaluated are detailed on the following pages. Each nominated assessment criteria will be evaluated using the following scale:

Superior – your response to this assessment task is clearly greater than the level of competence expected of Hong Kong MBA students at this point in their studies.

Above Average – your response to this assessment task is, in places, more than the level of competence expected of Hong Kong MBA students at this point in their studies.

Satisfactory – your response to this assessment task matches the level of competence expected of Hong Kong MBA students at this point in their studies.

Below Average – your response to this assessment task is less than the level of competence expected of Hong Kong MBA students at this point in their studies.

Poor – your response to this assessment task fails to display the level of competence expected of Hong Kong MBA students at this point in their studies.

For the group-based assessment, students will also be asked to complete self and peer evaluations of contributions to the group's final product.

Assignment 1 – Case Study Presentation – Pacific Coffee Company

Weight: 20% of total marks

Length: 30 minute group presentation

Your presentation must address the following issues:

- Summarise, analyse and critique the existing value proposition Pacific Coffee Company has developed for the Hong Kong market.
- Analyse and critique Pacific Coffee Company's existing positioning strategies and those of major competitors that you identify in the Hong Kong market.
- Present a SWOT analysis detailing Pacific Coffee Company's strengths & weaknesses and opportunities and threats that may impact on Pacific Coffee Company's objectives to increase its market share by 10% over the next 3 years.
- Identify and analyse possible marketing strategies to achieve Pacific Coffee Company's strategic objective to grow market share in the Hong Kong market by 10% over the next 3 years.

To critique you must say what is good and what could be done more effectively, and justify why you have come to these views. Analysis requires selection and explicit use of marketing concepts, tools and techniques, covered in the materials. Any recommendations must be justified and reasoned arguments must be offered to support them.

In evaluating your presentation, feedback will be given on how well your group addresses each of the assignment tasks. The following table provides feedback on your assignment against the nominated assessment criteria.

	Superior	Above Average	Satisfactory	Below Average	Poor
Summarise, analyse and critique the existing value proposition Pacific Coffee Company has developed for the Hong Kong market					
Analyse and critique Pacific Coffee Company's existing positioning strategies and those of major competitors that you identify in the Hong Kong market.					
Present a SWOT analysis detailing Pacific Coffee Company's strengths & weaknesses and opportunities and threats that may impact on Pacific Coffee Company's objectives to increase its market share by 10% over the next 3 years.					
Identify and analyse possible marketing strategies to achieve Pacific Coffee Company's strategic objective to grow market share in the Hong Kong market by 10% over the next 3 years.					

In addition your presentation will be evaluated using the following assessment criteria

Assessment Criteria	Feedback
The extent to which the presentation indicates that you have selected and understood relevant theory and concepts from the course	
The extent to which you have <u>explicitly</u> APPLIED the relevant concepts to the assignment task	
The extent to which you have created reasoned arguments and justified or substantiated any findings or recommendations that you offer through analysis of facts and evidence	
How effectively you communicate and the quality of the presentation skills demonstrated	
Overall Grade	

Assignment 2 – Case Study Written Report – Pacific Coffee Company

Weight: 20% of total marks

Length: 2,000 words

Your presentation must address the following issues:

- Based on the marketing analyses that you presented on 6 August, develop and evaluate marketing strategy options available to Pacific Coffee Company to achieve its corporate objective to increase its market share by 10% over the next 3 years.
- Recommend and justify a particular set of marketing strategies to achieve the corporate objectives.
- Outline the implementation, coordination and control processes that you identify will be required to ensure that the recommended marketing strategy is effective.

Remember that analysis requires selection and explicit use of marketing concepts, tools and techniques, covered in the materials. All recommendations must be justified and reasoned arguments must be offered to support them.

In evaluating your presentation, feedback will be given on how well your group addresses each of the assignment tasks. The following table provides feedback on your assignment against the nominated assessment criteria.

	Superior	Above Average	Satisfactory	Below Average	Poor
Based on the marketing analyses that you presented on 6 August, develop and evaluate marketing strategy options available to Pacific Coffee Company to achieve its corporate objective to increase its market share by 10% over the next 3 years.					
Recommend and justify a particular set of marketing strategies to achieve the corporate objectives.					
Outline the implementation, coordination and control processes that you identify will be required to ensure that the recommended marketing strategy is effective.					

In addition your presentation will be evaluated using the following assessment criteria

Assessment Criteria	Feedback
The extent to which the report indicates that you have selected and understood relevant theory and concepts from the course	
The extent to which you have <u>explicitly</u> APPLIED the relevant concepts to the assignment task	
The extent to which you have created reasoned arguments and justified or substantiated any findings or recommendations that you offer through analysis of facts and evidence	
How effectively you communicate and the quality of the written report as a marketing strategy document	
Overall Grade	

Assignment 3: Marketing Analysis of a Hong Kong organization (individual assignment)

Weight: 20% of total marks

Length: To Be Advised on Day 1 of class sessions

Your individual assignment must address the following issues:

- Identify an organization that markets itself in the Hong Kong market.
- Analyse and critique the marketing strategies of the organization, specifically addressing the questions detailed below.

Remember that any analysis requires selection and explicit use of marketing concepts, tools and techniques, covered in the materials. All recommendations must be justified and reasoned arguments must be offered to support them.

Assignment 3: Questions and assessment criteria

Question 1: What is the focus of the organization's marketing program?

Assessment criteria:

- Appropriate marketing analysis tools and techniques are used to identify the organization's marketing program focus
- Strategic marketing conclusions or implications are highlighted identifying what is significant about the things found through the analysis.

Question 2: Is the focus appropriate considering the targeted segment needs and wants that the organization is seeking to satisfy?

Assessment criteria:

- Appropriate marketing analysis tools and techniques are used to develop understanding of targeted segment customer wants and needs
- The answer indicates that the students have understood and can apply the relevant marketing techniques effectively
- The answer uses reasoned arguments and factual evidence rather than opinion to make a case

Question 3: Given the insight into marketing strategies obtained earlier, what are they doing right and what are they doing that could be improved?

Assessment criteria:

- Conclusions about what is being done well and what could be done better are connected to, and consistent with the analyses in Q1 & Q2
- The answers offered are justified through reasoned arguments rather than simple opinion and conjecture
- The answer displays an understanding of the use of appropriate marketing tools and techniques to analyse and identify effective and ineffective strategies

Question 4: Recommend ways that you think that the organization can improve their marketing efforts.

Assessment criteria:

- Conclusions about improved marketing efforts are connected to, and consistent with the analyses in Q1, Q2 & Q3
- The answers offered are justified through reasoned arguments rather than simple opinion and conjecture
- The answer demonstrates an understanding of marketing strategy and techniques
- The answer displays an understanding of the marketing mix as the means to 'position' products and services to targeted segments

Overall Grade:	
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General assessment information

Failure to attend a class where instructions or work were given, or to consult the relevant sections in the course materials relating to assessment requirements, is not a valid excuse for failing to complete an assessment.

All items of assessment completed during a course must be submitted on time and will be returned promptly to students with a mark and, where appropriate, comments. Students are required to keep original assignments in the event that they request a grade review.

All written assessment must include the AGSM standard *Assessment Cover Sheet* with the course name, assignment name/number, lecturer's name, due date, word count and declaration that the work is the student's (or group's) own work. The *Assessment Cover Sheet* is located on the 'Forms' page of the AGSM website. All pages are to be numbered.

Late submission

AGSM requires students to submit their work at the designated time in order to maintain a fair and equitable system. Failure to submit assessment on time, where approval of an extension has not been

granted, and where grounds for an extension do not exist, will result in a daily penalty of 5% of the total marks of the assessment item being applied.

Requests for extensions

A student who cannot meet the deadline for an assessment should discuss the situation with Craig Tapper in the first instance. Students should note that work-related reasons are generally not acceptable. Serious illness or misadventure, or extreme and unpredictable circumstances, on the other hand, may constitute grounds for special consideration however documentary evidence or supporting corroboration will be required to support any such application.

Note that the lecturer (Craig Tapper) may only grant a student an extension of **up to two days** without penalty, and only if the student provides documentary evidence of serious illness or misadventure. For any period beyond two days, the student must apply directly to the Hong Kong Programs Office by submitting a *Request for Special Consideration* form, available on the 'Forms' page of the AGSM website. Documentation is required to support all requests for special consideration. Students who wish to request an extension should refer to the 'Special Consideration' policy.

Assignment length

Word counts are set for a reason and students should observe limits for assessment. Students who exceed the word count will be penalised. Word count requirements are detailed in the assignment details above. The length of an assignment is specified in the outline of assessments above. **These requirements must be strictly adhered to.**

What is included?	What is excluded?
Executive Summary	Assignment cover sheet
All text	Table of contents
Foot notes	Reference list
Tables, figures, diagrams and charts	Bibliography
Appendices	

As assignments are to be submitted electronically students should be aware that the AGSM has the capacity to check for methods used to manipulate word count.

Word count penalties

For each 1% over the word limit, a deduction of 1% will be made from the final mark awarded.

Formatting requirements for assignments

The required length of assignments is stated as number of words per assignment. For consistency across all assignments students are required to supply assignments in a standard format. This format is described below and the page setup is the default setting in Word.

Headers	Font:	Times New Roman
	Font size:	12 point
	Line Spacing	Double
	Text style:	Bold
Body text	Font:	Times New Roman
	Font size:	12 point
	Line spacing:	Double
	Text style:	Normal
Page Setup	Top:	2.54 cm
	Bottom:	2.54 cm
	Left:	3.17 cm
	Right:	3.17 cm
	Header:	1.25 cm
	Footer:	1.25 cm
Paragraph breaks	Single paragraph return	

Students are expected to be familiar with AGSM's assessment and examination policies which are set out in the Student Handbook, located on the AGSM website at:

<http://www2.agsm.edu.au/agsm/web.nsf/Content/Students-Policies>

Course details / modules:

Day 1: Thursday, 20 July 2006 (7:00pm – 10:15pm)

- Introduction to Marketing
- Marketing and Corporate Strategy
- Segmentation, Targeting & Positioning
- Workshop – understanding Case Studies and SWOT Analysis

Day 2: Friday, 21 July 2006 (7:00pm – 10:15pm)

- Consumer Markets
- Business to Business Buying Behaviour
- Marketing Research

Day 3: Saturday, 22 July 2006 (2:00pm – 8:00pm)

- Designing Products and Services
- Services Marketing

Day 4: Sunday, 23 July 2006 (10:00am – 7:00pm)

- Case Study activity and Workshop

Day 5: Thursday, 3 August 2006 (7:00pm – 10:15pm)

- Distribution Channels

Day 6: Friday, 4 August 2006 (7:00pm – 10:15pm)

- Pricing Strategies

Day 7: Saturday, 5 August 2006 (2:00pm – 8:00pm)

- Promotional Strategies
- Developing and implementing marketing plans

Day 8: Sunday, 6 August 2006 (10:00am – 7:00pm)

- Group Research Presentations
- Exam Preparation/Briefing

Course materials and text/s:

No text specified – course notes are considered sufficient.

Other references:

Kotler, Philip, (2004) Marketing (Fifth Edition), Englewood Cliffs, NJ, Prentice Hall

McDonald, Malcolm, (2002), Marketing Plans : How to prepare them, How to use them, Oxford UK, Butterworth-Heinemann

Cateora, P & Graham J, (2005), International Marketing, Boston, McGraw Hill.

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