

Marketing Principles

MNGT 4650

(Core)

Craig Tapper

Session 3, 2008

Class Dates: 1-4 Nov, 13-16 Nov 2008
Examination: 10 December 2008
Payment due: 3 October 2008

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. A sound understanding of the wants and needs of customers, key stakeholders and key audiences is critical to organisational success. 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 should be able to:

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

Assessment:

Team Report (assignment 1):	20%
Team Presentation (assignment 2):	20%
Individual Assignment (assignment 3):	30%
Final examination (open book, three hours):	30%

1. **Team Report (assignment 1)** takes the form of a 3,000-word written report analysing the market environment and identifying key marketing issues facing an organisation operating in the Hong Kong marketplace. The assignment is to be submitted by the group electronically to craig.tapper@agsm.edu.au including the AGSM MBA standard Assessment Cover Sheet. The assignment is worth 20% of the final mark. The assignment is due by **9.00AM (HK time) on Monday, 10 November 2008**.
2. **Team Presentation (assignment 2)** involves an in-class 30-minute presentation of a marketing plan and strategies for the same business operating in the Hong Kong market. Based on the feedback to the first (analysis) assignment and additional learning covering Units 7-12, student groups will present marketing plan and strategy recommendations. The presentations will be delivered by student groups on **Sunday, 16 November 2008**. This is also worth 20% of the final mark.
3. **Individual Assignment, (assignment 3)** is an individual critique of the marketing strategies of a Hong Kong based organisation. The assignment is worth 30% of the final mark and is due by **9.00AM (HK time) on Monday, 24 November 2008**. The word count for this assignment is 2,000 words. The assignment is to be submitted electronically to craig.tapper@agsm.edu.au including the AGSM MBA standard Assessment Cover Sheet.
4. **Final examination (individual)** 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 30% of the final mark.

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

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

Above Average – your response to this assessment task in places (but not consistently) indicates a level of competence that at times is greater than that expected of Hong Kong MBA students at this point in their studies.

Satisfactory – your response to this assessment task indicates a level of competence consistent with that expected of Hong Kong MBA students at this point in their studies.

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

Poor – your response to this assessment task indicates a level of competence consistently below that expected of Hong Kong MBA students at this point in their studies.

Confidential Peer Assessment for Group Projects

For the group-based assessments, all students will be asked to complete a confidential peer evaluation of each group member's contribution to the final group response. Should an individual student be identified through this process as having contributed at a level significantly greater (or lesser) than the level of contribution of the other group members, then that individual's mark will be adjusted above (or below) the mark awarded for the group assignment.

For example, if a group were awarded a final mark for an assignment of 14/20, and a group member was identified as having contributed significantly more than others in the group, their mark could be adjusted upwards by 10% and the individual receive a mark for the assignment of 15.4/20.

Or using the same example, if an individual group member were identified as having made a contribution significantly less than the others in the group, their mark may be adjusted down by 10% (e.g. for a group mark of 14/20, the individual's mark would be 12.6/20). Should an individual student be identified through this process as having failed to make any contribution to the final response by the group, a mark of zero will be awarded.

However such adjustments will only occur where **all** other group members indicate that an individual made a significantly greater (or lesser) contribution, or all indicate that an individual made no contribution.

Assignment 1 – Team Assignment: Market Analysis Report.

Weight: 20% of total marks

Length: 3,000 words (+/- 10%).

Due date: Via email to craig.tapper@agsm.edu.au by **9.00AM (HK time) on Monday 10 November 2008.**

The assignment involves a team developing an analysis and interpretation of the marketing environment of the Hong Kong food (juice/smoothies/healthy food) retailer The Mix which, at the time of writing, listed 11 stores on their website <http://www.mix-world.com/>. In order to complete the assignment you will be required to participate in a self-selected team and conduct research using library databases, Google searches, secondary and primary data research and analyses, field research, and accessing any other sources that you think may be informative. Your team will then need to analyse this data explicitly applying a range of relevant marketing analysis tools and frameworks covered in Units 1-6 of the course materials. The context for the assignment is that your team has been tasked to advise the CEO of The Mix. Your advice should include the market, competitive, segmentation and buyer behaviour analyses that he should use to inform him and his marketing team as the basis for the subsequent marketing strategy development that they should adopt in order to continue the company's successful growth in serving the office workers, shoppers, tourists and traveller markets in Hong Kong.

Your team report must address the following issues:

- Summarise, analyse and critique the existing value proposition that The Mix has developed in the Hong Kong market targeting office workers, shoppers, travellers and local residents.
- Analyse the 5C's (customers, competitors, collaborators, context and company) that form the marketing relevant environments for The Mix in Hong Kong. In order to complete this task you should undertake any forms of analysis that your team feels may help you identify relevant marketing issues facing The Mix.

- Present a SWOT analysis detailing The Mix's strengths and weaknesses and the opportunities and threats that may impact on The Mix's objectives to:
 - (1) grow its customer market share amongst HK office workers, shoppers, tourists and travellers;
 - (2) increase the frequency of visits by targeted customers; and
 - (3) increase the amount spent by each customer at each visit;
 and the marketing strategies that they may use to achieve these objectives.
- Identify and evaluate (considering possible advantages and disadvantages) a range of possible marketing strategies to achieve The Mix's objectives.

To analyse and evaluate, your report must explicitly demonstrate that you have interpreted the data and drawn conclusions about what is good about what The Mix is currently doing in their marketing strategies, and what could be done more effectively. Your team must explicitly justify why you have come to these views. The analyses require your team to select and explicitly apply 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 report, feedback will be given on how well your team 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 The Mix has developed in the Hong Kong market targeting office workers, shoppers, tourists and travellers in Hong Kong.					
Analyse the 5C's (customers, competitors, collaborators, context and company) that form the marketing relevant environments for The Mix. In order to complete this task you should undertake any forms of analysis that your team feels may help you identify relevant marketing issues facing The Mix.					
Present a SWOT analysis detailing The Mix's strengths and weaknesses and the opportunities and threats that may impact on The Mix's objectives to (1) grow its market share of office workers, shoppers, tourists and travellers (2) increase the frequency of visits by targeted customers and (3) increase the amount spent by each customer at each visit, and the marketing strategies that they may use to achieve these objectives.					
Identify and evaluate (consider possible advantages and disadvantages) a range of possible marketing strategies to achieve The Mix's objectives.					

In addition your report 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, frameworks, models and concepts from the course.	
The extent to which you have <u>explicitly</u> APPLIED the relevant models, frameworks, tools and 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 – Group Presentation – The Mix Marketing Strategy

Weight: 20% of total marks

Length: 30 minute in-class group presentation

Due date: In class on **Sunday November 16, 2008.**

Your team is required to develop and deliver a 30 minute presentation structured to communicate key findings to the senior management team of The Mix. Your team presentation must address the following :

- Based on the marketing analyses that your team presented in assignment 1 and the feedback from this assignment, develop and recommend marketing strategy options available to The Mix to achieve its objectives to:
 - (1) grow its market share of office workers, shoppers, tourists and travellers;
 - (2) increase the frequency of visits by targeted customers; and
 - (3) increase the amount spent by each customer at each visit.
- Recommend and justify a particular set of target markets, as value proposition (or multiple value propositions for each target market) and a set of market positioning strategies to achieve the objectives.
- Outline the implementation, coordination and control processes that you identify that The Mix will require to ensure that the recommended marketing strategy is effective.

Remember that the team's presentation requires selection and explicit use of marketing concepts, tools, models, frameworks and techniques covered throughout the course materials, but principally those found in Units 7-12 of the course. All recommendations must be justified and reasoned arguments must be offered to support them.

In evaluating your team's presentation, feedback will be given on how well your team 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 your team presented in assignment 1 and the feedback from this assignment, develop and recommend marketing strategy options available to The Mix to achieve its objectives to (1) grow its market share of office workers, shoppers, tourists and travellers (2) increase the frequency of visits by targeted customers and (3) increase the amount spent by each customer at each visit.					
Recommend and justify a particular set of target markets, as value proposition (or multiple value propositions for each target market) and a set of market positioning strategies to achieve the objectives.					
Outline the implementation, coordination and control processes that you identify that The Mix will require 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 presentation indicates that you have selected and demonstrated understanding of relevant marketing theory, frameworks, models, tools & concepts from the course.	
The extent to which your team have <u>explicitly</u> APPLIED the relevant concepts, models, etc to the assignment task.	
The extent to which your team have created reasoned arguments and justified or substantiated any findings or recommendations that you offer through analysis of facts and evidence.	
The extent to which your presentation indicates effective teamwork.	
How effectively your team communicate and the quality of the presentation as a marketing strategy communication mechanism to a target audience (The Mix's senior management team).	
Overall Grade	

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

Weight: 30% of total marks

Length: 2,000 words (+/-10%)

Due date: Via email to craig.tapper@agsm.edu.au by 9.00AM (HK time) Monday November 24, 2008.

Your individual assignment must address the following issues:

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

Remember that any analysis requires selection and explicit use of marketing concepts, tools and techniques, covered in Units 1-12 of the course 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 organisation's marketing program?

Assessment criteria:

- Appropriate marketing analysis tools and techniques are used to identify the organisation'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 organisation 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 student has 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 and 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 you think that the organisation can improve its marketing efforts.

Assessment criteria:

- Conclusions about improved marketing efforts are connected to, and consistent with the analyses in Q1, Q2 and 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 MBA 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 MBA website. All pages are to be numbered.

Late submission

AGSM MBA Programs require 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. On the other hand, serious illness or misadventure, or extreme and unpredictable circumstances, 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 MBA 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 specified in the assignment details 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 AGSM MBA Programs 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 MBA Program's assessment and examination policies which are set out in the Student Handbook, located on the AGSM MBA website at:

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

Academic honesty and plagiarism:

The University regards plagiarism as a form of academic misconduct, and has very strict rules regarding plagiarism. For full information regarding policies, penalties and information to help you avoid plagiarism see: <http://www.lc.unsw.edu.au/plagiarism/index.html>

Plagiarism is the presentation of the thoughts or work of another as one's own.* Examples include:

- direct duplication of the thoughts or work of another, including by copying work, or knowingly permitting it to be copied. This includes copying material, ideas or concepts from a book, article, report or other written document (whether published or unpublished), composition, artwork, design, drawing, circuitry, computer program or software, web site, Internet, other electronic resource, or another person's assignment without appropriate acknowledgement;
- paraphrasing another person's work with very minor changes keeping the meaning, form and/or progression of ideas of the original;
- piecing together sections of the work of others into a new whole;
- presenting an assessment item as independent work when it has been produced in whole or part in collusion with other people, for example, another student or a tutor; and,
- claiming credit for a proportion a work contributed to a group assessment item that is greater than that actually contributed.†

Submitting an assessment item that has already been submitted for academic credit elsewhere may also be considered plagiarism.

The inclusion of the thoughts or work of another with attribution appropriate to the academic discipline does *not* amount to plagiarism.

Students are reminded of their Rights and Responsibilities in respect of plagiarism, as set out in the University Undergraduate and Postgraduate Handbooks, and are encouraged to seek advice from academic staff whenever necessary to ensure they avoid plagiarism in all its forms.

The Learning Centre website is the central University online resource for staff and student information on plagiarism and academic honesty. It can be located at: www.lc.unsw.edu.au/plagiarism

The Learning Centre also provides substantial educational written materials, workshops, and tutorials to aid students, for example, in:

- correct referencing practices;
- paraphrasing, summarising, essay writing, and time management;
- appropriate use of, and attribution for, a range of materials including text, images, formulae and concepts.

Individual assistance is available on request from The Learning Centre.

Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting, and the proper referencing of sources in preparing all assessment items.

* Based on that proposed to the University of Newcastle by the St James Ethics Centre. Used with kind permission from the University of Newcastle

† Adapted with kind permission from the University of Melbourne.

Course details / modules:

Day 1: Saturday, 1 November 2008

(2:00pm – 8:00pm)

- Welcome to the course and outline of course structure
- Discussion of assessments and expectations
- Introduction to Marketing (Unit 1)
- Products - Goods, Services & Brands (Unit 2)
- Team activity – forming assignment teams and developing a team assignment project plan

Day 2: Sunday, 2 November 2008

(10:00pm – 7:00pm)

- Buyer Behaviour (Unit 3)
- Market Research (Unit 4)
- Segmentation, Targeting & Positioning (Unit 5)
- Workshop – understanding Case Studies and using Marketing Analyses

Day 3: Monday, 3 November 2008**(7:00pm – 10:15pm)**

- Marketing Tactics – Designing products and services (Unit 6)
- Team Activity – working on assignment research and analysis

Day 4: Tuesday, 4 November 2008**(7:00pm – 10:15pm)**

- Case Study Workshop on Units 1-6
- Assignment 1 Team Assignments final Q&A

Day 5: Thursday 13 November 2008**(7:00pm – 10:15pm)**

- Feedback on Assignment 1
- Marketing Tactics – Pricing (Unit 7)
- Team Activity – working on assignment research and analysis

Day 6: Friday 14 November 2008**(7:00pm – 10:15pm)**

- Marketing Tactics – Distribution/Place (Unit 8)
- Marketing Tactics – Integrated Marketing Communications (Unit 9)

Day 7: Saturday, 15 February 2008**(2:00pm – 8:00pm)**

- Satisfaction & Loyalty (Unit 10)
- Implementation & Control (Unit 11)
- Case Study Workshop on Units 7-12
- Team Assignment preparation

Day 8: Sunday, 16 February 2008**(10:00pm – 7:00pm)**

- Team Assignment presentations and feedback
- Course Overview (Unit 12)
- Exam Preparation/Briefing

Course materials and text/s:

No text specified – course notes are considered sufficient.

Other references:

Kotler, P, Brown L, Adam S, Burton S & Armstrong S (2007) Marketing (Seventh Edition), Sydney, NJ, Prentice Hall

McDonald, Malcolm, (2004), 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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