

MKTG 3016 STRATEGIC MARKETING MANAGEMENT

Credit Points 10

Legacy Code 200087

Coordinator Farid Ahmed ([https://directory.westernsydney.edu.au/search/name/Farid Ahmed/](https://directory.westernsydney.edu.au/search/name/Farid%20Ahmed/))

Description Customer-centric marketing strategies are vital to capturing competitive advantage and sustaining business success. This unit explores the core concepts and tools of contemporary strategic marketing management. The unit focuses on the skills and framework to develop and manage an integrated marketing strategy that creates value for customers and generates growth for the firm in both online and offline environments. Using a marketing simulation, the unit provides the students the opportunity to make a series of complex, real-world marketing decisions in a competitive environment.

School Business

Discipline Marketing

Student Contribution Band HECS Band 4 10cp

Check your HECS Band contribution amount via the Fees (https://www.westernsydney.edu.au/currentstudents/current_students/fees/) page.

Level Undergraduate Level 3 subject

Pre-requisite(s) MKTG 1006

Assumed Knowledge

It is assumed that students have knowledge of basic marketing concepts, theories, and frameworks in consumer behaviour, marketing communications and marketing research.

Learning Outcomes

On successful completion of this subject, students should be able to:

1. Demonstrate a strategic orientation for marketing decision-making;
2. Apply key marketing theories and models to analyse Australian and global corporate business strategies;
3. Integrate financial and forecasting considerations in the development of marketing strategies;
4. Formulate marketing strategies which reflect business context and utilise best practice theory and tools.

Subject Content

- The relationship between corporate, business and Marketing strategies
- Assessing Marketing opportunities
- establishing viable Target markets and positioning which align with context and business strengths
- developing Marketing strategies for new, growth and mature industry environments
- E-Marketing strategies
- Evaluating strategic Marketing outcomes

Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are

regularly updated, where there is a difference your Learning Guide takes precedence.

Item	Length	Percent	Threshold	Individual/Group Task
Quiz	1 hour	20	N	Individual
Report	3,500 words	50	N	Individual
Simulation	3500 words equivalency	30	N	Group

Teaching Periods

Autumn

Online

Online

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View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG3016_22-AUT_ON_O#subjects)

Parramatta City - Macquarie St

Evening

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Sydney City Campus - Term 1

Sydney City

Day

Subject Contact Daniel Townsend ([https://directory.westernsydney.edu.au/search/name/Daniel Townsend/](https://directory.westernsydney.edu.au/search/name/Daniel%20Townsend/))

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UEH-Session 1

Vietnam

Day

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WSU Online TRI-2

Wsu Online

Online

Subject Contact Ildiko Volcz ([https://directory.westernsydney.edu.au/search/name/Ildiko Volcz/](https://directory.westernsydney.edu.au/search/name/Ildiko%20Volcz/))

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UEH-Session 2

Vietnam

Day

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Spring

Online

Online

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Parramatta City - Macquarie St

Day

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Sydney City Campus - Term 3

Sydney City

Day

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