

# 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 subject explores the core concepts and tools of contemporary strategic marketing management. The subject 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 subject 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 fees via the Fees ([https://www.westernsydney.edu.au/currentstudents/current\\_students/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.

| Type       | Length      | Percent | Threshold | Individual/<br>Group | Mandatory<br>Task |
|------------|-------------|---------|-----------|----------------------|-------------------|
| Quiz       | 2 hours     | 30      | N         | Individual           | N                 |
| Report     | 3,500 words | 30      | N         | Group                | N                 |
| Simulation | 1,500 words | 40      | N         | Individual           | N                 |

Teaching Periods

## Spring (2024)

### Bankstown City

**On-site**

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

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=MKTG3016\\_24-SPR\\_BK\\_1#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG3016_24-SPR_BK_1#subjects))

### Parramatta City - Macquarie St

**On-site**

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

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## Sydney City Campus - Term 3 (2024)

### Sydney City

**On-site**

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

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=MKTG3016\\_24-SC3\\_SC\\_1#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG3016_24-SC3_SC_1#subjects))

## Vietnam Session 1 (2025)

### Vietnam

**On-site**

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

View timetable ([https://classregistration.westernsydney.edu.au/odd/timetable/?subject\\_code=MKTG3016\\_25-UT1\\_UE\\_1#subjects](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG3016_25-UT1_UE_1#subjects))

## WSU Online TRI-1 (2025)

### Wsu Online

**Online**

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

View timetable ([https://classregistration.westernsydney.edu.au/odd/timetable/?subject\\_code=MKTG3016\\_25-OT1\\_OW\\_2#subjects](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG3016_25-OT1_OW_2#subjects))

## Autumn (2025)

### Parramatta City - Macquarie St

**On-site**

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

View timetable ([https://classregistration.westernsydney.edu.au/odd/timetable/?subject\\_code=MKTG3016\\_25-AUT\\_PC\\_1#subjects](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG3016_25-AUT_PC_1#subjects))

## Spring (2025)

### Bankstown City

#### On-site

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

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### Parramatta City - Macquarie St

#### On-site

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

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## WSU Online TRI-3 (2025)

### Wsu Online

#### Online

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

View timetable ([https://classregistration.westernsydney.edu.au/odd/timetable/?subject\\_code=MKTG3016\\_25-OT3\\_OW\\_2#subjects](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG3016_25-OT3_OW_2#subjects))

## Sydney City Campus - Term 3 (2025)

### Sydney City

#### On-site

**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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