MNGT8650
Marketing Principles

Course Outline
Session 2, 2016

Part A: Course-Specific Information
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PART A: COURSE-SPECIFIC INFORMATION

1 STAFF CONTACT DETAILS

Lecturer-in-charge: Stephen Enemark  
Phone No: +61 419419759  
Email: stephen.enemark@agsm.edu.au  
Consultation Times – enquires to the above for Monday to Saturday during the semester.

Stephen will also be available hour before each class and/or by appointment.

2 COURSE DETAILS

2.1 Teaching Times and Location

Cliftons Hong Kong, Level 5 Hutchison House, 10 Harcourt Road, Central  
Ph: +852 2159 9999

<table>
<thead>
<tr>
<th>#</th>
<th>Day</th>
<th>Date</th>
<th>Lecture time</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Saturday</td>
<td>16 April 2016</td>
<td>2:00pm – 8:00pm</td>
<td>Cliftons, HK</td>
</tr>
<tr>
<td>2</td>
<td>Sunday</td>
<td>17 April 2016</td>
<td>10:00am – 7:00pm</td>
<td>Cliftons, HK</td>
</tr>
<tr>
<td>3</td>
<td>Monday</td>
<td>18 April 2016</td>
<td>7:00pm – 10:15pm</td>
<td>Cliftons, HK</td>
</tr>
<tr>
<td>4</td>
<td>Tuesday</td>
<td>19 April 2016</td>
<td>7:00pm – 10:15pm</td>
<td>Cliftons, HK</td>
</tr>
<tr>
<td>5</td>
<td>Thursday</td>
<td>21 April 2016</td>
<td>7:00pm – 10:15pm</td>
<td>Cliftons, HK</td>
</tr>
<tr>
<td>6</td>
<td>Friday</td>
<td>22 April 2016</td>
<td>7:00pm – 10:15pm</td>
<td>Cliftons, HK</td>
</tr>
<tr>
<td>7</td>
<td>Saturday</td>
<td>23 April 2016</td>
<td>2:00pm – 8:00pm</td>
<td>Cliftons, HK</td>
</tr>
<tr>
<td>8</td>
<td>Sunday</td>
<td>24 April 2016</td>
<td>10:00am – 7:00pm</td>
<td>Cliftons, HK</td>
</tr>
</tbody>
</table>

2.2 Bad Weather Policy

Classes will be cancelled if a No. 8 or higher tropical cyclone warning signal or black storm warning is raised at any time from 3 hours before the start of the class. In the event of cancellation due to bad weather, make up classes may or may not be held depending on room/lecturer availability.

2.3 Units of Credit

The course is worth 6 units of credit.

2.4 Summary of Course

Where does an organisation’s success come from really? Any successful manager knows that success and survival requires that the organisation must create a business model where the funds that it attracts exceed the costs that it incurs in operating. It must also attract and sustain the ongoing support of key stakeholders to make that possible. Ultimately, along with hiring the right people, acquiring and effectively managing financial and non-financial resources and assets and putting in place effective operational systems, success comes from finding enough
investors and customers with whom the organisation can engage in a mutually beneficial exchange of value.

Whether an organisation is commercial, not-for-profit or governmental, whether it is global or national, a trader operating a market stall, a small innovative entrepreneurial start-up or a large international corporation being run from a boardroom at the top of a skyscraper, unless the organisation’s managers can create, communicate, deliver and sustain value for customers, donors, clients or the communities it is committed to serving, and capture value for the organisation, it is doomed to fail. Marketing is the discipline of understanding who these stakeholders/customers/donors/clients are, what their wants and needs are, how we can satisfy them and create, communicate, deliver and sustain value for them and capture value for the organisation at the same time.

This course is designed to introduce students to the role and practice of marketing in modern commercial, government and not-for-profit organisations. In the last 10 years as the world’s economies have become more uncertain and change has swept over markets, industries and organisations, managers have had to adapt, respond or watch their organisations decline into irrelevance. Modern organisations not only face economic uncertainty and change, competitive pressures and regulatory change, but they must continuously seek to differentiate themselves and offer value to increasingly fickle and demanding customers, clients, employees, investors and a range of other stakeholders in order to win their support and ultimately achieve the organisations mission and vision.

Powerful brands like HSBC, American Express, ICBC, Peninsula, Marriott, Allianz, Huawei, China Airlines, Cathay Pacific, Air Asia, Apple, Samsung, HTC, Toyota, Mercedes Benz, Rolex, Longine, 7-Eleven, ParknShop, Giordano, Pacific Coffee and Axa today all compete continuously for the attention and transactions of business and consumer customers – as do the many small businesses that jostle amongst the streets and lanes of Central, Causeway Bay, Mongkok and Sha Tin.

Similarly, the SAR government, like governments around the world, looks to encourage citizens to live healthier lives, comply with regulations, enrol their children at school, dispose of rubbish appropriately, consume alcohol responsibly, etc. Not-for-profit organisations like WWF, Red Cross and Medecins Sans Frontier and World Vision seek to attract donors and influence government policy and public consciousness and behaviours. All of these organisations increasingly seek to differentiate themselves and win or keep customers or supporters through increasingly sophisticated marketing strategies designed to deliver superior value to the customer and the organisation.

And as anyone travelling on the MTR or walking the streets of a global city like Hong Kong would know, the practice of marketing has been transformed in the last decade by a digital technology ‘revolution’. The ubiquity of Internet access and digital devices like Smartphones and Tablet computers has created large segments of always connected, digitally empowered consumers who demand that organisations partner with them in new ways to co-create the value that they need and desire.
This course looks to operationalize various marketing concepts such as segmentation, targeting, positioning, branding, product development, pricing, marketing communications and distribution. It seeks to deliberately understand the transformations of marketing that continue to flow from digitisation, internationalisation and the shift to service-dominant markets.

The educational philosophy in this course is learning by doing. Therefore, students will go beyond learning conceptual materials where we understand marketing principles, models and frameworks to learning how to apply the concepts to understanding how ‘best practice’ marketing is managed in a modern organisation.

The approach to the course will involve a mix of learning methods – cases, class discussions, readings, and a major team-based project. The “theory” of marketing will be covered by lectures, videos, PowerPoint presentations, guest speakers, pre-reading of materials, and some expected additional readings before and between classes. How the theory is applied in practice will be illustrated in cases, readings, and the examples discussed in class. Student will have numerous opportunities to show they have grasped the theory and its application via assignments, discussion of cases in workshops and a major team-based course project.

The course will seek to stimulate students to think about marketing problems in their own workplace and industry using a combination of marketing frameworks and analytical tools. If students are able to master not only the theoretical concepts/frameworks/models but identify the ways they are and can be applied in management practice, they will succeed in the course.

2.5 Course Aims and Relationship to Other Courses

This course aims to equip all participants with a basic appreciation of the role and contribution of marketing to success in a modern commercial, government or not-for-profit organisation in an increasingly global and competitive business environment. Marketing is now widely recognised as one of the key elements for success in business today; increasingly seen as the critical function that drives growth. A sound understanding of the wants and needs of customers, key stakeholders and key audiences is critical to organisational success. From that comes the development of integrated marketing plans and strategies designed to help ensure that the organisation achieves its vision, mission and strategic objectives.

2.6 Student Learning Outcomes

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

1. Evaluate the role and contribution of marketing within modern business, government and not-for-profit organisations
2. Create an effective marketing plan using the process and principles covered in the course
3. Analyse the forces which shape, influence, motivate and direct consumer and business purchasing behaviour
4. Outline the major frameworks and theories 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
The Course Learning Outcomes are what you should be able to DO by the end of this course if you participate fully in learning activities and successfully complete the assessment items.

The Learning Outcomes in this course also help you to achieve some of the overall Program Learning Goals and Outcomes for all undergraduate postgraduate coursework students in the UNSW Business School. Program Learning Goals are what we want you to BE or HAVE by the time you successfully complete your degree (e.g. ‘be an effective team player’). You demonstrate this by achieving specific Program Learning Outcomes - what you are able to DO by the end of your degree (e.g. ‘participate collaboratively and responsibly in teams’).

<table>
<thead>
<tr>
<th>MBA Program Learning Goals and Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Learning Goal 1:</strong> Business Management Knowledge</td>
</tr>
<tr>
<td>Students should be able to identify and apply current knowledge of disciplinary and interdisciplinary theory and professional practice to general management and business within diverse situations</td>
</tr>
<tr>
<td><strong>Learning Goal 2:</strong> Critical Thinking</td>
</tr>
<tr>
<td>Students should understand and be able to identify, research and analyse complex issues and problems in business and develop appropriate solutions</td>
</tr>
<tr>
<td><strong>Learning Goal 3:</strong> Communication</td>
</tr>
<tr>
<td>Students should be able to produce written documents and oral presentations that communicate effectively complex disciplinary ideas and information for the intended audience and purpose</td>
</tr>
<tr>
<td><strong>Learning Goal 4:</strong> Teamwork</td>
</tr>
<tr>
<td>Students should be able to participate collaboratively and responsibly in teams and to reflect upon their own contribution to the team and on the necessary processes and knowledge within the team to achieve specified outcomes</td>
</tr>
<tr>
<td><strong>Learning Goal 5:</strong> Responsible Business</td>
</tr>
<tr>
<td>Students should be able to appraise ethical, environmental and sustainability considerations in decision making and in practice in business</td>
</tr>
<tr>
<td>Students should be able to consider the social and cultural implications of management practices and of business activities</td>
</tr>
<tr>
<td><strong>Learning Goal 6:</strong> Leadership</td>
</tr>
<tr>
<td>Students should be able to reflect upon their own personal leadership style and the leadership needs of business and of teams</td>
</tr>
<tr>
<td><strong>Learning Goal 7:</strong> International Perspective</td>
</tr>
<tr>
<td>Students should understand the needs of undertaking business within a global context</td>
</tr>
<tr>
<td>Students should be able to apply business management knowledge to business situations within global markets with due recognition for differences in cultural, legal, commercial and other issues</td>
</tr>
<tr>
<td><strong>Learning Goal 8:</strong> Risk Management</td>
</tr>
<tr>
<td>Students should be able to demonstrate an understanding of the limits in precision and the risks associated with business models</td>
</tr>
<tr>
<td>Students should be able to appraise risk and to develop risk mitigation strategies applicable to business undertaken within uncertain and volatile environments</td>
</tr>
</tbody>
</table>

For more information on the Postgraduate Coursework Program Learning Goals and Outcomes, see Part B of the course outline.
The following table shows how your Course Learning Outcomes relate to the overall Program Learning Goals and Outcomes, and indicates where these are assessed (they may also be practised in tutorials and other activities):

<table>
<thead>
<tr>
<th>Program Learning Goals and Outcomes</th>
<th>Course Learning Outcomes</th>
<th>Course Assessment Item</th>
</tr>
</thead>
<tbody>
<tr>
<td>This course helps you to achieve the following learning goals for all UNSW Business School postgraduate coursework students:</td>
<td>On successful completion of the course, you should be able to:</td>
<td>This learning outcome will be assessed in the following items:</td>
</tr>
<tr>
<td>1 Business Management Knowledge</td>
<td>Refer section 2.6 above</td>
<td>Presentation in class; Assignment 1; Assignment 2; Exam</td>
</tr>
<tr>
<td>2 Critical Thinking</td>
<td>Refer section 2.6 above</td>
<td>Assignment 1; Assignment 2; Exam</td>
</tr>
<tr>
<td>3 Communication</td>
<td>Refer section 2.6 above</td>
<td>Presentation in class; Assignment 1; Assignment 2; Exam</td>
</tr>
<tr>
<td>4 Teamwork</td>
<td>Refer section 2.6 above</td>
<td>Assignment 2</td>
</tr>
<tr>
<td>5 Responsible Business</td>
<td>Refer section 2.6 above</td>
<td>Assignment 1; Assignment 2; Exam</td>
</tr>
<tr>
<td>6 International Perspective</td>
<td>Refer section 2.6 above</td>
<td>Assignment 2</td>
</tr>
<tr>
<td>7 Risk Management</td>
<td>Refer section 2.6 above</td>
<td>Assignment 1; Assignment 2</td>
</tr>
</tbody>
</table>

3 ASSESSMENT

3.1 Formal Requirements

In order to pass this course, you must:
- achieve a composite mark of at least 50; and
- make a satisfactory attempt at all assessment tasks (see below).

3.2 Assessment Details

<table>
<thead>
<tr>
<th>Assessment Task</th>
<th>Weight</th>
<th>Learning Outcomes assessed</th>
<th>Length</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participation in class discussion &amp; readings, critique</td>
<td>5%</td>
<td>1, 2, 5</td>
<td>Ongoing</td>
<td></td>
</tr>
<tr>
<td>Presentation of news article</td>
<td>5%</td>
<td>1, 2, 3, 5</td>
<td>In class – schedule to be agreed</td>
<td></td>
</tr>
<tr>
<td>Assessment 1: Organisation and environmental analysis (Individual)</td>
<td>25%</td>
<td>1, 2, 3</td>
<td>10 pages (max)</td>
<td>9:00 AM Hong Kong time Monday 11 April 2016</td>
</tr>
<tr>
<td>Assessment 2: Marketing strategy development (Team)</td>
<td>20%</td>
<td>1, 2, 3, 4, 5, 6, 7</td>
<td>15 pages (max)</td>
<td>11:59 PM Hong Kong time 2 May 2016</td>
</tr>
<tr>
<td>Final Exam</td>
<td>45%</td>
<td>1, 2, 3</td>
<td>2 hours</td>
<td>4 June 2016</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Assessment criteria

Unless otherwise stated, your assignments will be graded with a Fail, Pass, Credit, Distinction or High Distinction, using the following criteria:

- Extent to which relevant theory, frameworks and concepts from the course are selected and understood.
- Ability to explicitly apply relevant theory, frameworks, and concepts.
- Extent to which findings or recommendations are supported by reasoned arguments, and analysis of facts and evidence.
- The effectiveness of the communication and presentation of ideas
- Adherence to formatting and submission requirements. A grid giving details of the assessment criteria for each assessment will be posted in the Resources area of the Moodle module for this subject.

Details of each assessment tasks:

(a) Class Participation (5% - on-going assessment in classes)

This will be based on students’ engagement and contribution to class discussion of readings, engagement in case analyses, presentation activities, and general discussions.

(b) Presentation of news article (5%)

Each student is to bring to class a relevant news cutting from a recent (past 6 months) newspaper, magazine (or a hard copy of a story from the internet) that deals with a contemporary Marketing issue/topic covered in the course.

You are required to summarise briefly the article and its relevance to this course and lead a 4-5 minute discussion on the topic.

The schedule for students to present and lead this activity will be determined in the first, face-to-face class.

(c) Assessment 1 - Organisational and environmental analysis - Individual (25%)

Weight: 25% of total marks

Due: Monday, 11 April 2016, 9.00 AM (Hong Kong Time)

Length: A maximum of 10 pages, in standard AGSM format. The length limit does include any text, figures, tables, in-text references, and appendices. This limit does not include the cover page, table of contents, or list of references (at the end of assignment).

Formatting: Unless otherwise indicated in this overview, you should follow the standard AGSM assignment formatting requirements described on https://www.business.unsw.edu.au/agsm/students/resources/assessments-and-examinations

Also, please ensure that the report includes page numbers on each page.

Submission: Submit your assignment on Moodle via the Turnitin plagiarism checking software. This copy should not include the assessment cover sheet. Upload instructions will be provided on Moodle.
Purpose

This assignment requires you to analyse your own organisation (or another organisation agreed with your Facilitator) and its operating environments from a marketing perspective. The focus of this assignment is Units 1–4. You will need to provide an overview of your organisation, as well as detail the type of orientation towards marketing it takes. You are also required to examine and analyse the context and environments in which your organisation operates (its industry and the macro-environmental forces impacting on the industry).

Here, you are not just reporting what your organisation is doing now and what ‘orientation’ it displays in its marketing strategies, but also assessing whether its orientation towards marketing is likely to (or perhaps should) change in the future. You will also need to examine what forces are driving the marketing environment and strategies that your organisation is (and should be) employing.

In the assignment you must work towards identifying your organisation’s marketing situation now, and the operating environment and strategic landscape affecting it. You will go about this by examining and critiquing its orientation, as well as by illustrating and interpreting information about the 5Cs as they pertain to your organisation. This will include a description of your customers and their behaviour, competitors, the company (or organisation), collaborators and the context. Finally, you will comment on how your organisation learns or gathers information about the 5Cs and how the market is (and should be) segmented, as well as which segments your organisation targets and how it positions offerings to the targeted segments.

You must critically analyse your organisation’s current orientation and its position with respect to the 5Cs. In addition, you should be able to reflect on the type of information your organisation utilises to understand the environment in which it conducts business.

In preparing your answer to the assignment it may be helpful to consider it from the perspective of an outside consultant who is hired to critically evaluate your organisation’s current marketing position and operating environments.

Note: If your organisation has many offerings, you should select one and provide more depth on that offering, rather than being very general about the entire organisation.

You have the option of working on this assignment alone or with another student in the class. This latter option may be useful in the following situations:

i) You know your organisation and its marketing so well that you may have difficulty in making this knowledge explicit or providing factual evidence for conclusions. Working with another person who isn’t as familiar with your organisation may help you explicate this knowledge and become more objective in your analysis.

ii) You may prefer to learn about an organisation other than your own (e.g. you may want to become a consultant), or you may not have access to information about your organisation. Working in tandem with a subject-matter-expert, who knows his/her organisation well, may help you develop questioning and organisation analysis skills.
Instructions

The report must address the following issues:

**Please note:** It is recommended that you follow the outline presented below and answer each question as it is presented.

# Issue 1 (10% of marks for the assignment)

Provide a brief description of your organisation and the industry to which it belongs. You may also want to include in this description any mission statements, value statements or ‘slogans’ that your organisation utilizes to communicate its purpose.

In describing your organisation, please identify its orientation towards marketing and provide relevant, detailed and factual supporting evidence to substantiate why you have identified this specific orientation.

Finally, include a brief description of the offering(s) or value proposition(s) that your organisation makes in the market.

# Issue 2 (20% of marks for the assignment)

Analyse each of the 5Cs for your organisation:

- **Company** – what are your strengths and key resources, what are some of your weaknesses?
- **Customers** – who is your organisation serving, what type of behaviour is ‘typical’ from the segments? What opportunities and threats can you identify for your organisation from this analysis?
- **Collaborators** – describe your suppliers, distributors or other partners that help you to deliver your products to the market? If you don’t have any – explain why it is not necessary. What opportunities and threats can you identify for your organisation from this analysis?
- **Competitors** – who are the current main competitors, are there any potential new threats or new entrants to the marketplace? What opportunities and threats can you identify for your organisation from this analysis?
- **Context** – what other factors affect your organisation (e.g., legal, political, technological, etc.)? What opportunities and threats can you identify for your organisation from this analysis?

# Issue 3 (15% of marks for the assignment)

How does your firm go about collecting information (e.g., market research, market intelligence, etc.) about the 5Cs? For example, how does it learn about:

a. What customers want?

b. Which competitors pose a threat?

c. How the context of business is changing, if at all?

d. What role collaborators play in the process?
Issue 4 (15% of marks for the assignment)

Describe the segmentation, targeting and positioning strategy that your organisation adopts with respect to its offerings. In other words, identify the target segments, as well as how the organisation wants its value proposition(s) to be viewed by the targeted segments.

Issue 5 (30% of marks for the assignment)

Based on your understanding of marketing, and thinking strategically, how would you rate your organisation in terms of its marketing strategy/focus? Where is it doing a great job and/or in what ways can it improve?

Note: You may wish to comment on:

- Does your organisation’s orientation to marketing make sense? In other words, can you justify why your organisation should (or should not) change its orientation towards marketing? If you recommend a change – to which orientation and why.
- How effective is the monitoring and analysis of the 5C’s within your organisation? In other words, is your organisation good at collecting such information?
- How well does the monitoring and analysis inform your organisation’s marketing strategies? What are the direct impacts (outcomes) of the current marketing analysis approach and how could this be improved? In other words, what information (if any) that is collected is used? In what way(s) can the current marketing analysis approach be improved? Or, if no changes are needed, why is it so effective?
- Does your organisation target the ‘right’ customers? Are there any potential customer segments that your organisation is ‘missing’? In what ways could the organisation’s STP strategy improve? Or, in what way is your organisation’s STP strategy effective?

** In all cases, please remember to justify your argument(s) in this assignment by explaining and providing reasoned arguments for why you have formed your views. Please ensure that you support your arguments by explicitly applying and drawing insights and conclusions from relevant marketing models, concepts and theory covered in the course to date. Do not simply rely on offering personal conjecture or opinions.

Presentation Style (10% of assignment marks)

Having good content is only part of an effective report. Another critical part is how that content is presented. The report will be evaluated on its logical and coherent structure, the smooth flow of ideas, and adherence to formatting and submission requirements.

(d) Assessment 2: Marketing strategy development (20%)

Weight: 20% of total marks

Due: Sunday, 22 May 2016, 11.59 PM (Hong Kong Time)

Length: A maximum of 15 pages, in standard AGSM format. This length limit does include any text, figures, tables, in-text references, and appendices. This limit does not include the cover page, table of contents, or list of references (at the end of assignment).
Formatting: Unless otherwise indicated in this overview, you should follow the standard AGSM assignment formatting requirements described on
https://www.business.unsw.edu.au/agsm/students/resources/assessments-and-examinations
Also, please ensure that the report includes page numbers on each page.

Submission: Submit your assignment on Moodle via the Turnitin plagiarism checking software. This copy should not include the assessment cover sheet. Upload instructions will be provided on Moodle.

Purpose
This assignment requires your team to apply the learning from Units 1-12 in the development of marketing strategy, for one of the following three organisations operating in Hong Kong:

1. **Hong Kong Airlines** – Established in 2006, Hong Kong Airlines is a full service airline operating out of Hong Kong. It provides both passenger and cargo transport to 30+ cities in the South East Asia region. Or

2. **The Hong Kong Jockey Club** – The club was founded in 1884 as a horse racing organisation and is one of the oldest institutions in Hong Kong. It is Hong Kong’s largest community benefactor.

   The HKJC holds a government granted monopoly for providing pari-mutuel betting on horse racing, the Mark Six Lottery and fixed odds betting on overseas football matches. Or

3. **Tourism Commission** – The Tourism Commission of Hong Kong was established in 1999 to develop Hong Kong into a major tourist destination. Its role is to enhance tourism facilities, and to support the development of new attractions and events.

With agreement of the Facilitator (before commencing the assignment), you may also work on an organisation of your choice, but you must ensure that you have access to the information required to develop a marketing strategy. Please consult your facilitator before the final session on Sunday 24 April about the appropriateness of this choice.

The context for the assignment is that your team has been asked to develop a marketing plan for the company, or one of the strategic business units (SBU), a specific area where the organisation makes value propositions in order to achieve corporate objectives in the Hong Kong market (e.g. Conrad’s offering to international leisure travellers visiting Hong Kong; DHL’s offering to global businesses that have offices in Hong Kong or WWF’s targeting of Hong Kong donors). You will need to identify the organisation’s corporate objectives as part of the assignment and undertake some research on strategies employed to achieve specific objectives in the Hong Kong market. To make an appropriate recommendation, you must understand the current market and competition, and conduct segmentation and buyer behaviour analyses for the Hong Kong market.
Instructions

Your team must be formed by self-selection and agreed with the Facilitator by the end of the first workshop block (i.e. by the end of class on Sunday 24 April). The Facilitator will provide details regarding the number of people per group required, and will assist if you are unable to form a team.

You may use relevant publicly available information (e.g. UNSW library databases, search-engine searches such as Google, Yahoo, etc.) about the organisation in order to help you to conduct analysis and formulate strategy. You may conduct primary research such as small-scale surveys, informant interviews, observation and other field research, but you are not required and should not contact personnel from these organisations for information or assistance. Because there may be a number of teams across Marketing Principles analysing the same organisation, we do not wish to inundate the organisation with requests for information.

For organisations that have multiple offerings, it’s easiest to focus on one offering. Consult your facilitator for guidance on the choice of offering.

Report content

Your presentation should address the issues below, in the order in which they are presented.

Issue 1: Organisation and environmental analysis (15% of assignment marks)

For your chosen organisation/offering, present SWOT and 5Cs (customers, competitors, collaborators, context and company) analyses, to identify relevant marketing issues facing the organisation. Critique the organisation’s existing value propositions.

(By addressing this issue, you will be demonstrating that you have interpreted the data and drawn conclusions about what marketers of the chosen organisation/offering are currently doing well and what could be done more effectively. This issue should give you some ideas about how to frame the next two issues).

Issue 2: Developing marketing strategy (35% of assignment marks)

Based on the market analyses in Issue 1, outline potential market segments that are available to the chosen organisation. Recommend and justify:

- a choice of target market(s).
- Value proposition(s) for the target market(s).
- a positioning statement for the target market(s).

Issue 3: Developing marketing tactics (35% of assignment marks)

Recommend and justify a detailed marketing mix (4-7Ps) to support the marketing strategy described in Issue 2. You should also comment on the effectiveness of any branding strategies and management, as well as make recommendations concerning satisfaction and loyalty and digital marketing strategies that are (or in your view should be) employed.
Presentation Style/Effectiveness (15% of assignment marks)

Once again, having good content is only part of an effective report. Another critical part is how that content is presented. The report will be evaluated on its logical and coherent structure, the smooth flow of ideas, and adherence to formatting and submission requirements.

3.3 Assessment Format

See above

Confidential Peer Assessment for Team-based Assessment

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.

3.4 Assignment Submission Procedure

As well as submission via Moodle and Turnitin an electronic and hard copy of the final project report should also be submitted to the Facilitator by 11.59 pm Hong Kong time, Sunday, May 22.

3.5 Presentation and format guidelines/requirements:

For guidelines on formatting and presenting your assignment, see https://www.business.unsw.edu.au/agsm/students/resources/assessments-and-examinations

3.6 Late Submission

Extensions should be requested prior to the due date. Extensions for assignments will only be granted in cases of emergency. Work commitments are generally NOT a justifiable reason for granting of extensions. If an extension is granted, you will be asked to submit work to date and then will be given additional time to complete the assignment.

Please note that any request for an extension of more than two days must be made directly to the Hong Kong Program Office in a Request for Special Consideration form.

AGSM MBA Program applies a daily penalty of 5% (of the maximum mark) to late assignments. This policy was reviewed in October 2009 in light of the fact that certain schools within the UNSW Business School apply a 10% penalty. The decision of AGSM MBA HK following this review was that current 5% penalty is appropriate to all of our programs and will remain unchanged.
Refer to policy on
https://www.business.unsw.edu.au/agsm/students/resources/assessments-and-examinations - penalties

Quality Assurance
The UNSW Business School is actively monitoring student learning and quality of the student experience in all its programs. A random selection of completed assessment tasks may be used for quality assurance, such as to determine the extent to which program learning goals are being achieved. The information is required for accreditation purposes, and aggregated findings will be used to inform changes aimed at improving the quality of UNSW Business School. All material used for such processes will be treated as confidential and will not be related to course grades.

4 COURSE RESOURCES
The website for this course is on UNSW Moodle at: http://moodle.telt.unsw.edu.au
There is no required textbook for this course.

5 COURSE EVALUATION AND DEVELOPMENT
Each year feedback is sought from students and other stakeholders about the courses offered in the School and continual improvements are made based on this feedback. UNSW's Course and Teaching Evaluation and Improvement (CATEI) Process is one of the ways in which student evaluative feedback is gathered. In this course, we will seek your feedback through end of semester CATEI evaluations.

6 COURSE SCHEDULE

Day 1: Saturday, 16 April 2016 (2.00pm – 8.00pm)
• Introduction to the course
• Discussion of course requirements and expectations
• Unit 1 – What everyone needs to know about Marketing

Day 2: Sunday, 17 April 2016 (10.00am – 7.00pm)
• Unit 2: Understanding the Marketing Environment
• Unit 3: Market Segmentation, Targeting & Positioning
• In class discussion(s) of ‘News Article’
• Unit 4: Buying Behaviour

Day 3: Monday, 18 April 2016 (7.00pm – 10:15pm)
• Unit 5: The marketing mix – product & pricing strategy
• Unit 6: The marketing mix – distribution & communication strategies
• In class discussion(s) of ‘News Article’
• Workshop 1 – Integrative Workshop and team application of Units 1-6 to the Starbucks and Dunkin Donuts case
• Discussions of Assessment 1 – detailed brief of what is expected in the first Assignment
• Team formation for Assignment 2.
<table>
<thead>
<tr>
<th>Day 4: Tuesday, 19 April 2016</th>
<th>(7.00pm – 10:15pm)</th>
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<tbody>
<tr>
<td>• Unit 7: The marketing mix – marketing services</td>
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<td>• Unit 8: Building stronger brands</td>
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<tr>
<th>Day 5: Thursday, 21 April 2016</th>
<th>(7.00pm – 10:15pm)</th>
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<tr>
<td>• Unit 9: Satisfaction and loyalty: co-creating and sustaining value</td>
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<td>• In class discussion(s) of ‘News Article’</td>
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<td>• Team project work for Assignment 2</td>
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<tr>
<th>Day 6: Friday, 22 April 2016</th>
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<tr>
<td>• Unit 10: Digital marketing</td>
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<td>• Unit 11: Internationalisation: marketing across culture</td>
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<tr>
<td>• In class discussion(s) of ‘News Article’</td>
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<td>• Team preparations for Workshop 2</td>
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<tr>
<th>Day 7: Saturday, 23 April 2016</th>
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<tr>
<td>• In class discussion(s) of ‘News Article’</td>
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<tr>
<td>• Workshop 2 – Integrative Workshop and team application of Units 1-12 to the PV Technologies case</td>
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<td>• Presentations of team reports on the case study</td>
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<td>• Each team to meet with the Facilitator to discuss/confirm a project plan for their Assignment 2</td>
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<td>• Team planning for the assignment</td>
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<th>Day 8: Sunday, 24 April 2016</th>
<th>(10.00am – 7.00pm)</th>
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<tr>
<td>• Lecture 12: Bringing it all together in the marketing plan</td>
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<td>• Course review including the highlights of the major references in each unit</td>
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<td>• Developing strategies for answering the examination questions</td>
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<td>• Practising answers under exam conditions</td>
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<td>• Course conclusion</td>
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APPENDIX A

PEER CONTRIBUTION EVALUATION SHEET

Number (team/group) of Presentation Team: _______________________________

Your Group Number: _________________________________________________

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<tr>
<th>Please list the names of your group members &amp; the mark they awarded</th>
<th>Mark (out of 100%)</th>
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Comments that justify the mark you awarded:

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Draft