

325-229 Strategic Marketing

Credit Points:	12.50
Level:	2 (Undergraduate)
Dates & Locations:	2009, This subject commences in the following study period/s: Semester 2, - Taught on campus.
Time Commitment:	Contact Hours: One 2-hour lecture and one 1-hour tutorial weekly Total Time Commitment: Not available
Prerequisites:	325-104 Principles of Marketing (/view/2009/325-104)
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	<p><p>For the purposes of considering request for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Student Support and Engagement Policy, academic requirements for this subject are articulated in the Subject Overview, Learning Outcomes, Assessment and Generic Skills sections of this entry.</p> <p>It is University policy to take all reasonable steps to minimise the impact of disability upon academic study, and reasonable adjustments will be made to enhance a student's participation in the University's programs. Students who feel their disability may impact on meeting the requirements of this subject are encouraged to discuss this matter with a Faculty Student Adviser and Student Equity and Disability Support: http://services.unimelb.edu.au/disability</p></p>
Coordinator:	Prof Bryan Lukas
Subject Overview:	This is a capstone-marketing subject building on the concepts and skills learned in other marketing subjects. The subject presents an opportunity for students to learn, examine and apply strategic marketing decision processes with the goals of establishing, maintaining, or improving the firm's competitive advantage. Topics include strategic analysis (ie. external analysis, competitor analysis, market analysis, product portfolio analysis, product diffusion analysis, dynamics of product life cycle, new product development process, environmental analysis and dealing with strategic uncertainty, internal analysis), alternative business strategies (ie. differentiation strategies, growth strategies, strategies in declining and hostile markets), implementation and planning process
Objectives:	<p>This subject provides an introduction to the fundamental concepts and principles of marketing from a value-based perspective. For managers, this would involve viewing marketing as a process of creating long-term shareholder value by establishing relationships with valued customers and creating a sustainable competitive advantage. On successful completion of this subject, students should be able to:</p> <p>Appreciate the importance of marketing strategy for superior business performance and shareholder value;</p> <p>Understand strategic marketing principles, theories and models;</p> <p>Analyse marketing problems and be capable of applying relevant models/theories to generate appropriate strategic solutions;</p> <p>Apply concepts and principles of strategic marketing to enhance overall marketing performance;</p> <p>Examine critical issues associated with creating, exiting, analysing and selecting market niches;</p> <p>Understand how marketing managers can make informed strategic choices to improve strategic outcomes Manage the marketing mix – products/branding, pricing, distribution and promotions, for growth, decline, global markets, mass markets or select niches</p>

Assessment:	A 2 hour examination (60%), and a case study(ies) totalling not more than 4000 words (40%)
Prescribed Texts:	None
Breadth Options:	<p>This subject potentially can be taken as a breadth subject component for the following courses:</p> <ul style="list-style-type: none"> # <u>Bachelor of Arts</u> (https://handbook.unimelb.edu.au/view/2009/D09) # <u>Bachelor of Biomedicine</u> (https://handbook.unimelb.edu.au/view/2009/J07) # <u>Bachelor of Environments</u> (https://handbook.unimelb.edu.au/view/2009/A04) # <u>Bachelor of Music</u> (https://handbook.unimelb.edu.au/view/2009/M05) # <u>Bachelor of Science</u> (https://handbook.unimelb.edu.au/view/2009/R01) <p>You should visit learn more about breadth subjects (http://breadth.unimelb.edu.au/breadth/info/index.html) and read the breadth requirements for your degree, and should discuss your choice with your student adviser, before deciding on your subjects.</p>
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Generic Skills:	High level of development: oral communication; written communication; collaborative learning; problem solving; team work; application of theory to practice; interpretation and analysis; critical thinking; synthesis of data and other information; evaluation of data and other information; accessing data and other information from a range of sources; receptiveness to alternative ideas. Moderate level of development: statistical reasoning. Some level of development: use of computer software
Notes:	Students may not gain credit for both 325-302 Strategic Marketing and 325-229 Strategic Marketing.