

MKTG20008 Strategic Marketing

Credit Points:	12.50
Level:	2 (Undergraduate)
Dates & Locations:	2012, Parkville This subject commences in the following study period/s: Semester 2, Parkville - Taught on campus.
Time Commitment:	Contact Hours: One 2-hour lecture and one 1-hour tutorial weekly Total Time Commitment: 3 hours per week plus a minimum of 6 hours per week in self directed study
Prerequisites:	MKTG10001 Principles of Marketing (../view/current/mktg10001) OR 325-211 Principles of Marketing
Corequisites:	MKTG10001 Principles of Marketing (../view/current/mktg10001)
Recommended Background Knowledge:	Please refer to Prerequisites and Corequisites.
Non Allowed Subjects:	Students may not gain credit for both 325-302 Strategic Marketing and MKTG20008 Strategic Marketing (../view/current/MKTG20008) .
Core Participation Requirements:	For the purposes of considering requests for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Students Experiencing Academic Disadvantage Policy, academic requirements for this subject are articulated in the Subject Description, Subject Objectives, Generic Skills and Assessment Requirements for this entry. The University is dedicated to provide support to those with special requirements. Further details on the disability support scheme can be found at the Disability Liaison Unit website: http://www.services.unimelb.edu.au/disability/
Coordinator:	Dr Gergely Nyilasy
Contact:	gnyilasy@unimelb.edu.au (mailto:gnyilasy@unimelb.edu.au)
Subject Overview:	Strategic marketing builds 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, 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 the planning process.
Objectives:	On successful completion of this subject, students should be able to: <ul style="list-style-type: none"> • Explain the importance of marketing strategy for superior business performance and shareholder value; • Evaluate strategic marketing principles, theories and models; • Analyse strategic marketing problems and be capable of applying relevant models/theories to generate appropriate strategic solutions; • Examine critical issues associated with creating, exiting, analysing and selecting market niches; • Describe how marketing managers can make informed strategic choices to improve strategic outcomes.
Assessment:	A 2 hour examination (60%), and a case study(ies) totalling not more than 4000 words (40%)
Prescribed Texts:	You will be advised of prescribed texts by your lecturer.

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"> # Bachelor of Arts (https://handbook.unimelb.edu.au/view/2012/B-ARTS) # Bachelor of Biomedicine (https://handbook.unimelb.edu.au/view/2012/B-BMED) # Bachelor of Environments (https://handbook.unimelb.edu.au/view/2012/B-ENVS) # Bachelor of Music (https://handbook.unimelb.edu.au/view/2012/B-MUS) # Bachelor of Science (https://handbook.unimelb.edu.au/view/2012/B-SCI) # Bachelor of Engineering (https://handbook.unimelb.edu.au/view/2012/B-ENG) <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:	<p>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</p>
Notes:	Students may not gain credit for both 325-302 Strategic Marketing and MKTG20008 Strategic Marketing (../view/current/MKTG20008) .
Related Breadth Track(s):	Marketing Strategy