

BUSA90261 Marketing Strategy

Credit Points:	12.5
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	2016, Parkville This subject commences in the following study period/s: April, Parkville - Taught on campus. October, Parkville - Taught on campus. This subject is only available to students admitted to MC-BA, MC-BAPT, GD-MKTG, 294PN, or students with permission of the MBA course coordinator
Time Commitment:	Contact Hours: 30 hours Total Time Commitment: Not available
Prerequisites:	None
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>
Contact:	<p>Melbourne Business School Degree Program Services Email: programservices@mbs.edu (mailto:programservices@mbs.edu)</p>
Subject Overview:	<p>This subject demonstrates to you the benefits of undertaking marketing actions within a strategic framework, and will show you how that can be achieved. Marketing Strategy enables us to refine our vision, check its fit with our target markets' needs, focus our efforts on the most worthwhile opportunities, and see how best to realize those opportunities. There are three logical steps in this process: (1) Analysis, (2) Generating and Calibrating Strategic Options, and (3) Planning to realize chosen options. We will examine each of these in this subject.</p> <p>This subject provides an overall direction for the marketing effort. It also links marketing to corporate strategy, and through it to other managerial functions in the organization.</p>
Learning Outcomes:	<p>On completion of this subject, students should be able to:</p> <ul style="list-style-type: none"> # Align marketing strategy with the overall strategy of the organization. # Influence the development of overall corporate strategy to include a central focus on customers. # Respond to dynamic changes in the environment, and incorporate such contingent responses in the design of marketing strategy. # Prioritize strategic marketing initiatives to assist the organization in meeting its marketing and overall goals. # Overcome strategic marketing challenges in meeting an organization's marketing and overall goals. # Develop and manage a multi-product multi-customer strategy.
Assessment:	Contribution to class learning (10%) Attendance at lectures and workshops, instructor evaluation Throughout subject Case preparation and discussion (10%) 500 words Throughout

	subject Syndicate project First strategy report (equivalent of individual 200 word assessment, week 1) (4%) Presentation of performance (equivalent of individual 600 word assessment, throughout subject) (12%) Final strategy report (equivalent of individual 1,200 word assessment, week 10) (24%) Final examination (40%) Hurdle requirement 90 minutes End of subject
Prescribed Texts:	None
Breadth Options:	This subject is not available as a breadth subject.
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Notes:	This subject is only available to students admitted to MC-BA, MC-BAPT, GD-MKTG, 294PN, or students with permission of the MBA course coordinator
Related Course(s):	Graduate Diploma in Marketing Master of Business Administration Master of Business Administration Master of Business Administration/Master of Marketing Master of Marketing Master of Marketing Master of Marketing Postgraduate Diploma in Management (Marketing)