Students in this unit should read this unit guide carefully at the start of semester. It contains important information about the unit. If anything in it is unclear, please consult one of the teaching staff in the unit.

ABOUT THIS UNIT

This unit extends the material learnt in MKTG101- Fundamentals of Marketing in reference to the customer and the organization. Marketing management is no longer a department within the company- it is a company-wide undertaking. Successful marketing management includes developing marketing strategies and plans, connecting with customers, building strong brands, shaping the market offerings, delivering and communicating value, capturing marketing insights and creating successful long-term growth.

This unit focuses on formulating and implementing marketing management strategies and policies. The marketing management process is important at all levels of the organization, regardless of the title applied to the activity. Typically, it is called corporate marketing, strategic marketing, or marketing management. For our purposes they all involve essentially the same process, even though the actors and activities may differ. The course will provide you with a systematic framework for understanding marketing management and strategy.

Accordingly, the course emphasizes the following:

- Primary and changing perspectives on marketing management in the New Economy.
- The impact of interactive media on marketing management.
- Applied marketing management and strategy, domestic and global.
- An international focus in developing marketing management and strategy.

The course is intended for:

- Marketing students who wish to deepen their understanding of marketing management in a strategy-planning context.
- Non-marketing students who desire a course in marketing strategy, with a management and planning orientation.
**TEACHING STAFF**

Convenor and Lecturer

Dr. Kanika Meshram  
Email: kanika.meshram@mq.edu.au  
Phone ext.: 484

Tutors

Ms. Linda Taylor-Burton  
Email: ltb@people.net.au

Mr. Prasan Ulluwishewa  
Email: prasan.ulluwishewa@mq.edu.au

**CONTACTING STAFF**

Consultation times:  
Dr. Kanika Meshram  
Fridays: 3.30 p.m. to 5.30 p.m.,  
Building E4A; Room: 527  
And other times by email appointments

Ms. Linda-Taylor Burton and Mr. Prasan Ulluwishewa

Consultation Times  
Email appointment

You are encouraged to seek help at a time that is convenient to you from a staff member teaching on this unit during their regular consultation hours. In special circumstances, an appointment may be made outside regular consultation hours. Staff will not conduct consultations by email. You may, however, phone staff during their consultation hours.

In order to gain access to staff located at levels 1, 2 and 3 of building E4A during their consultation hours please ring the staff member from the phones available in the lobby (phone numbers of relevant staff members will be provided on Blackboard and are available next to the phones).

Students experiencing significant difficulties with any topic in the unit must seek assistance immediately via phone ext or email with the unit convenor.

**CLASSES**

Lecture Day (Duration):  
Thursdays (2hours) and tutorial (1 hour)

Lectures see: [http://www.timetables.mq.edu.au/](http://www.timetables.mq.edu.au/)

Tutorials see: [http://www.timetables.mq.edu.au/](http://www.timetables.mq.edu.au/)

- Any relevant details about changing classes.
- If it is a requirement of this unit that students attend classes, please point that out here, as well as in the ‘assessment’ section of this document.
PRIZES

The Macquarie University Marketing and Management Prizes

This prize is open to all students proceeding to the degree of Bachelor. The prize is awarded for proficiency in each of the following undergraduate Marketing and Management units. For more information see:

http://www.businessandeconomics.mq.edu.au/undergraduate_degrees/prizes_scholarships

REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS

Recommended Text (held in Special Reserve):

Additional/Recommended Reading (held in Special Reserve):

Both these text are available for purchase from the Macquarie University Co-op Bookshop.

TECHNOLOGY USED AND REQUIRED

- Technology used for this unit is face to face teaching and power point presentations.
- Students need to be familiar with Microsoft words and power point for this assignment and presentation.

UNIT WEB PAGE

- Course material is available on the learning management system (iLearn). The web page for this unit can be found at: https://ilearn.mq.edu.au/

LEARNING OUTCOMES

The learning outcomes of this unit are:
- To outline the scope of marketing management and recognize marketing decision-making tools and management of all of the elements of the marketing plan.
- To apply marketing planning and decision-making skills. (We will be building upon these principles throughout this course especially those principles that you have learned in Fundamentals of Marketing).
- To become familiar with the range of decisions implicit in strategic marketing management and planning.
- To develop skill in using a variety of analytical frameworks for making marketing decisions.
- To develop skills in planning a variety of marketing management tools, ranging from new product entry strategy to international market product life cycle management and strategy.
• To develop skill in organizing for effective strategic marketing and in implementing the market planning process.
• Critically analyse, discuss, and evaluate the literature on marketing topics in relation to the relevant theories.
• Apply marketing techniques and theories to develop creative solutions to marketing problems.
• Demonstrate use of written and oral skills to integrate key marketing theoretic concepts and to create a coherent and theoretically rigorous argument.
• Use secondary research skills to collect, collate and integrate scholarly peer reviewed journal opinion on applied marketing topics.

**GRADUATE CAPABILITIES**

In addition to the discipline based learning objectives above, Macquarie University also seek to develop the following 8 generic capabilities in our graduates in order to address the challenges, and to be effective, engaged participants in their world.

This unit contributes to this by developing the following graduate capabilities:
1. Discipline Specific Knowledge and Skills*
2. Critical, Analytical and Integrative Thinking
3. Problem Solving and Research Capability
4. Effective Communications

**LEARNING AND TEACHING ACTIVITIES**

Lectures
Lectures are oral presentations intended to present information or teach people about a particular subject. Lectures can be delivered online or through a variety of media.

Tutorials
Tutorials are classes in which a tutor facilitates interactive learning with a small group of students. Your tutorial activities will cover:

a. **Class test**
A class test is a time-limited invigilated assessment held in class and designed to assess a student's knowledge, skills or capabilities, requiring students to respond to one or more questions.

b. **Case Studies and Debate Topics**
Case studies and debate topics will be provided to students with an opportunity to apply their knowledge to real or simulated scenarios in individual or group situations. They are aimed at developing critical thinking, analytic and problem solving skills.

c. **Group Project Work**
Student group project work encourages group learning. Projects will assist students in developing more in depth knowledge and skills in conducting research, communication, and in planning, organisation and time management. Project work may take on the form of group activities.
Student Expectations
- All students are expected to attend each week’s tutorial.
- Students are expected to read in advance and come prepared for their weekly tutorial activity.
- Student should participate in small groups as part of their assessment and learning.

Research and Practice
- This unit gives you practice in applying research findings in your assignments.
- This unit gives you opportunities to conduct your own research.

Relationship Between Assessment and Learning Outcomes
Knowledge and understanding of marketing management are assessed by a mixture of examination, assignments and presentation. Marks in this unit will be allocated on the following basis:

<table>
<thead>
<tr>
<th>Assignments</th>
<th>Weights</th>
</tr>
</thead>
<tbody>
<tr>
<td>Early Assessment Class Test</td>
<td>10%</td>
</tr>
<tr>
<td>Tutorial Class Participation &amp; Report</td>
<td></td>
</tr>
<tr>
<td>Group Marketing Report Assignment &amp; Presentation</td>
<td></td>
</tr>
<tr>
<td>Final Examination</td>
<td>40</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
</tr>
</tbody>
</table>

ASSESSMENT SUMMARY

<table>
<thead>
<tr>
<th>Assessment Task</th>
<th>Assessment Task</th>
<th>Assessment Task</th>
<th>Assessment Task</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title/Name</td>
<td>Early Assessment Class Test</td>
<td>Individual Tutorial Class Participation &amp; Report</td>
<td>Group Marketing Assignment</td>
</tr>
<tr>
<td>Description</td>
<td>A multiple choice written quiz in your tutorial class based on chapter readings 1 to 6 of your recommended Kotler &amp; Keller (2012) textbook.</td>
<td>Each week students will be required to submit a one page written report summary answering questions on their weekly case or debate topic.</td>
<td>Marketing plan report and presentation.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Some students will be randomly selected by your tutor for their individual tutorial presentation on their report.</td>
<td>Three hour exam consisting of 20% worth 50 multiple choice questions and 20% work essay questions.</td>
</tr>
<tr>
<td>Assessment Task 1</td>
<td>Assessment Task 2</td>
<td>Assessment Task 3</td>
<td>Assessment Task 4</td>
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</tr>
<tr>
<td><strong>Due date</strong></td>
<td>Lecture week 4; (19th March, 2012 to Friday 23rd March) based on your tutorial day</td>
<td>Weekly task for hand out and presentation until lecture week 9</td>
<td>21st May 2012 to 25th May 2012 report Submission to turnitin</td>
</tr>
<tr>
<td><strong>% Weighting</strong></td>
<td>10%</td>
<td>20% [weekly class presentation 13% + one page written hand out 7%]</td>
<td>30% [report presentation 10% + written report 20%]</td>
</tr>
<tr>
<td><strong>Grading method</strong></td>
<td>Students are expected to thoroughly read Chapters 1 to 6 of your recommended Kotler &amp; Keller (2012) textbook.</td>
<td>Students are expected to (1) answer the questions set for the case study or debate; (2) make the presentation as interesting by as possible.</td>
<td>The students are expected to conduct scholarly research and investigate case examples to answer set questions.</td>
</tr>
<tr>
<td><strong>Submission method</strong></td>
<td>In class written quiz</td>
<td>In class to tutor hand out submission and presentation as allocated by tutor</td>
<td>BESS Assignment Box for Marketing Plan Presentation In class to tutor</td>
</tr>
<tr>
<td>Estimated student workload (hours)</td>
<td>10 Hours</td>
<td>15 Hours</td>
<td>30 Hours</td>
</tr>
<tr>
<td>Learning outcomes assessed (see description on page 3-4)</td>
<td>1 and 6</td>
<td>2, 3, 4, 5, 7, 8</td>
<td>1, 4, 5, 6, 7, 8, 9</td>
</tr>
</tbody>
</table>
ASSESSMENT 1: EARLY ASSESSMENT CLASS TEST (10%)

1. There will be a 25 minutes class test on the week beginning LECTURE WEEK 4 or TUTORIAL WEEK 3 which is from, Monday 19th March, 2012 to Friday 23rd March, 2012.

NOTE: This Examination will be held in your allocated TUTORIAL class time.
2. This is a multiple choice class test.
3. Students are expected to attend their allocated tutorial class to appear for this assessment.
4. Assessments will be based on Chapter reading 1 to 6 from your recommended Kotler and Keller (2012) text book.
5. A mark based on your written performance will be added to iLearn Grade Book.

ASSESSMENT 2: INDIVIDUAL TUTORIAL CLASS PARTICIPATION AND REPORT (20%)

This task consists of: A) written report (7%) and B) class presentation (13%).

1. This is an individual task involving report submission and presentation.
2. A 10-12 minutes preparation and reading time will be allocated for this activity.
3. All students are expected to attend their tutorial class to participate in this tutorial activity.
4. Students will not be allowed into tutorials after 15 minutes as the door will be locked
5. Part A of the tutorial activity is to answer questions provided on either a debate topic or case study (see teaching strategy pg. 13 for weekly topics).
6. The written report needs to be submitted on the week following the discussion. Which means tutorial week 1 submission is to be made in tutorial week 2.
7. The one page written report needs to be well-articulated and well-discussed to qualify for one award mark for each week’s submission.
8. LATE SUBMISSIONS AND STUDENTS WHO FAIL TO PROVIDE A ONE PAGE WRITTEN REPORT OR FAIL TO PROVIDE A WELL-ARTICULATED AND WELL-DISCUSSED WRITTEN REPORT RECEIVE NO MARK FOR THEIR SUBMISSION.
9. For Part B, your tutor will randomly select two to three students each week for presentation on the case study or debate topic.
10. The presentation time will be for about two-three minutes each participant.
11. Assessments with be done based on each students individual performance within the group. At the same time group coherence and team sprit will be considered as part of the assessment activity.
12. Considerations will be made for students who produce a medical certificate to the tutor,
**Grading Criteria for Individual Tutorial Presentation**

<table>
<thead>
<tr>
<th>Grading Criteria</th>
<th>Fail (0-4.9)</th>
<th>Pass (5-6.4)</th>
<th>Credit (6.5-7.4)</th>
<th>Distinction (7.5-8.4)</th>
<th>H.D (8.5-10)</th>
</tr>
</thead>
</table>

**Learning Outcome Assessed**

- Familiar with marketing decision and analytical frameworks
- Marketing planning and implementing skills
- Problem solving and oral skills

**Graduate Capabilities Assessed**

- Critical, analytical and integrative thinking
- Problem solving and research capability
- Effective communication

**GROUP REPORT AND PRESENTATION (30%)**

This assessment consist of A) Written Report (20%) and B) Presentation (10%)

**Written Report**

1. In groups of 3 to 5 students, decide on a fictional product (or service). A fictional product can be selected based on what customer needs you are aiming to target and satisfy.
2. Then week by week build on your fictional product’s marketing plan. The marketing plan needs to reflect all aspects (topics) covered in the lectures. A WEEEEK BY WEEK PLANNING GUIDE is provided to students in ilearn (will be announced in first lecture and 1st tutorial) to help decide on elements of your marketing plan.
3. Each of the elements of the marketing plan should coordinate with the text chapters/lectures.
4. You will work with your group and consult your tutor by email appointments for suggestions and areas that require improvements.

**Marketing Plan Structure**

1. Minimum 15 pages - Maximum 22 pages (excluding references and appendices).
2. The Marketing Plan including exhibits and spread sheets should be double-spaced, with 2.5cm margins on all sides of the paper, using 12 point Times New Roman font.
3. Report should have an Executive Summary (on page 1), followed by clear Table of Content (on page 2), Introduction (page 3) followed by your marketing plan report.
4. Your report must have a Conclusion Section and a separate section for Recommendation/Implications for managers
5. Be creative in the way you outline and structure the body of your report.
6. Please include all references (Harvard) and sources of data that you have used to compile this report.
7. Criteria to assess written report will be based on learning outcomes that you have achieved (See below for grading criteria)


9. Turnitin will be open for submission from LECTURE WEEK 5 and close on FRIDAY 25th MAY 2012.

**Oral Marketing Plan Presentations**
1. At the end of the semester, each group is required to present a summary of their marketing plan to the class.
2. Presentation due in Weeks, 11 12 or 13 as allocated by your Tutor.
3. The presentation slides can vary between 8 to 12 slides. Providing clear introduction to the product, marketing planning process and conclusion with future scope for the product.
4. Oral presentations will be evaluated according to the Marking Guide see below.

**Grading Criteria for Group Report and Presentation**

<table>
<thead>
<tr>
<th>Grading Criteria</th>
<th>Fail (0-4.9)</th>
<th>Pass (5-6.4)</th>
<th>Credit (6.5-7.4)</th>
<th>Distinction (7.5-8.4)</th>
<th>H.D (8.5-10)</th>
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<tbody>
<tr>
<td><strong>Written Report Learning Outcome Assessed</strong></td>
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<td>Clear introduction that outlines the marketing plan</td>
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<td>Understanding &amp; judgement of all the elements of a marketing plan</td>
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<td>Demonstrated analytical skills in organizing market planning process</td>
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<td>Implemented suitable decision-making tool(s)</td>
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<td>Conclusion and creative solutions to the marketing problem(s)</td>
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<td>Analysed literature to create a theoretically rigorous argument</td>
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<tr>
<td>Ability to reference &amp; collate information using scholarly articles</td>
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<tr>
<td><strong>Presentation Capabilities Assessed</strong></td>
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<tr>
<td>Discipline Specific Knowledge and Skills</td>
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<tr>
<td>Critical, Analytical and Integrative Thinking</td>
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<tr>
<td>Problem Solving and Research Capability</td>
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<tr>
<td>Effective communication</td>
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</table>
Final Examination
A final examination worth 40% is included as an assessment task for this unit to provide assurance that:

i) The product belongs to the student and
ii) The student has attained the knowledge and skills tested in the exam.

A three hour final examination for this unit will be held during the University Examination period.

You are expected to present yourself for examination at the time and place designated in the University Examination Timetable. The timetable will be available in Draft form approximately eight weeks before the commencement of the examinations and in Final form approximately four weeks before the commencement of the examinations.

http://exams.mq.edu.au/

The only exception to not sitting an examination at the designated time is because of documented illness or unavoidable disruption. In these circumstances you may wish to consider applying for Special Consideration. The University’s policy on special consideration process is available at http://www.mq.edu.au/policy/docs/special_consideration/policy.html

If a Supplementary Examination is granted as a result of the Special Consideration process the examination will be scheduled after the conclusion of the official examination period. (Individual Faculties may wish to signal when the Faculties’ Supplementary Exams are normally scheduled.)

The Macquarie university examination policy details the principles and conduct of examinations at the University. The policy is available at:
http://www.mq.edu.au/policy/docs/examination/policy.htm

ACADEMIC HONESTY

The nature of scholarly endeavour, dependent as it is on the work of others, binds all members of the University community to abide by the principles of academic honesty. Its fundamental principle is that all staff and students act with integrity in the creation, development, application and use of ideas and information. This means that:

- All academic work claimed as original is the work of the author making the claim
- All academic collaborations are acknowledged
- Academic work is not falsified in any way
- When the ideas of others are used, these ideas are acknowledged appropriately.

Further information on the academic honesty can be found in the Macquarie University Academic Honesty Policy at http://www.mq.edu.au/policy/docs/academic_honesty/policy.html
GRADINGS

Macquarie University uses the following grades in coursework units of study:
HD - High Distinction
D - Distinction
CR - Credit
P - Pass
F - Fail

Grade descriptors and other information concerning grading are contained in the Macquarie University Grading Policy which is available at:

GRADING APPEALS AND FINAL EXAMINATION SCRIPT VIEWING

If, at the conclusion of the unit, you have performed below expectations, and are considering lodging an appeal of grade and/or viewing your final exam script please refer to the following website which provides information about these processes and the cut off dates in the first instance. Please read the instructions provided concerning what constitutes a valid grounds for appeal before appealing your grade.

http://www.businessandeconomics.mq.edu.au/new_and_current_students/undergraduate_current_students/how_do_i/grade_appeals

SPECIAL CONSIDERATION

The University is committed to equity and fairness in all aspects of its learning and teaching. In stating this commitment, the University recognises that there may be circumstances where a student is prevented by unavoidable disruption from performing in accordance with their ability. A special consideration policy exists to support students who experience serious and unavoidable disruption such that they do not reach their usual demonstrated performance level. The policy is available at:
http://www.mq.edu.au/policy/docs/special_consideration/policy.html

STUDENT SUPPORT SERVICES

Macquarie University provides a range of Academic Support Services. Details of these and other services for students can be accessed at http://www.student.mq.edu.au.

[Individual Unit Convenors may wish to add Unit/ Faculty specific support eg BESS, Room, PAL, E4B Consultation Room.]

IT CONDITIONS OF USE

Access to all student computing facilities within the Faculty of Business and Economics is restricted to authorised coursework for approved units. Student ID cards must be displayed in the locations provided at all times.

Students are expected to act responsibly when using University IT facilities. The following regulations apply to the use of computing facilities and online services:
• Accessing inappropriate web sites or downloading inappropriate material is not permitted. Material that is not related to coursework for approved units is deemed inappropriate.

• Downloading copyright material without permission from the copyright owner is illegal, and strictly prohibited. Students detected undertaking such activities will face disciplinary action, which may result in criminal proceedings.

Non-compliance with these conditions may result in disciplinary action without further notice.

Students must use their Macquarie University email addresses to communicate with staff as it is University policy that the University issued email account is used for official University communication.
<table>
<thead>
<tr>
<th>LECTURE WEEK /DATE</th>
<th>CHAPTER READINGS</th>
<th>CHAPTER TOPIC</th>
<th>TUTORIAL ACTIVITIES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Week 1</strong> 1st March</td>
<td>Chapter 1</td>
<td>Defining Marketing for the 21st Century</td>
<td>No tutorials in week 1</td>
</tr>
<tr>
<td></td>
<td>Chapter 2</td>
<td>Developing Marketing Strategies and Plans</td>
<td></td>
</tr>
<tr>
<td><strong>Week 2</strong> 8th March</td>
<td>Chapter 3</td>
<td>Collecting Information and Forecasting Demand</td>
<td>Group formation for marketing plan report.</td>
</tr>
<tr>
<td></td>
<td>Chapter 4</td>
<td>Conducting Marketing Research</td>
<td>Case study: Nike (p51) OR Google (p52) OR CICO (p79) OR INTEL (p80)</td>
</tr>
<tr>
<td></td>
<td>Chapter 5</td>
<td>Creating Long-Term Loyalty Relationships</td>
<td>10-12 minutes of reading and preparation time will be given in the class followed by presentation</td>
</tr>
<tr>
<td><strong>Week 3</strong> 15th March</td>
<td>Chapter 6</td>
<td>Analyzing Consumer Markets</td>
<td>Debate topics: 1) Is Consumer behavior more of a function of a person’s age or generation (Ch3)</td>
</tr>
<tr>
<td></td>
<td>Chapter 7</td>
<td>Analyzing Business Markets</td>
<td>2) What is better type of marketing research: Online vs offline pricing (Ch4)</td>
</tr>
<tr>
<td><strong>Week 4</strong> 22nd March</td>
<td>Chapter 8</td>
<td>Identifying Market Segments and Targets</td>
<td>Registration of Marketing plan topic with tutor</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>EARLY ASSESSMENT CLASS TEST</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Week 5</strong> 29th March</td>
<td>Chapter 9</td>
<td>Creating Brand Equity</td>
<td>Case study</td>
</tr>
<tr>
<td></td>
<td>Chapter 10</td>
<td>Crafting the Brand Positioning</td>
<td>HSBC (p 259) OR BMW (p 260) Turnitin open for submission</td>
</tr>
<tr>
<td><strong>Week 6</strong></td>
<td><strong>Chapter</strong></td>
<td><strong>Week 6</strong></td>
<td><strong>Chapter</strong></td>
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<tr>
<td>5&lt;sup&gt;th&lt;/sup&gt; April</td>
<td>Chapter 11</td>
<td>Competitive Dynamics</td>
<td>Debate</td>
</tr>
<tr>
<td></td>
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<td></td>
<td>Are Brand Extensions Good or Bad? (Ch9)</td>
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<td>OR</td>
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<td></td>
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<td>What Is the Best Way to Position a generic brand? (Ch10)</td>
</tr>
<tr>
<td><strong>MID SEMESTER BREAK</strong></td>
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<td></td>
<td><strong>MID SEMESTER BREAK</strong></td>
</tr>
<tr>
<td>9&lt;sup&gt;th&lt;/sup&gt; April to 20&lt;sup&gt;th&lt;/sup&gt; April</td>
<td></td>
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<tr>
<td><strong>Week 7</strong></td>
<td><strong>Chapter</strong></td>
<td><strong>Week 7</strong></td>
<td><strong>Chapter</strong></td>
</tr>
<tr>
<td>26&lt;sup&gt;th&lt;/sup&gt; April</td>
<td>Chapter 12</td>
<td>Setting Product Strategy</td>
<td>Case study</td>
</tr>
<tr>
<td></td>
<td>Chapter 13</td>
<td>Designing and Managing Services</td>
<td>Samsung (p 343) OR</td>
</tr>
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<td></td>
<td></td>
<td></td>
<td>IBM (p 344)</td>
</tr>
<tr>
<td><strong>Week 8</strong></td>
<td><strong>Chapter</strong></td>
<td><strong>Week 8</strong></td>
<td><strong>Chapter</strong></td>
</tr>
<tr>
<td>3&lt;sup&gt;rd&lt;/sup&gt; May</td>
<td>Chapter 14</td>
<td>Developing Pricing Strategies and Programs</td>
<td>Debate:</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>With Products what really matters, its product design or product function? (Ch12)</td>
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<td>OR</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Is Service Marketing Different From Product Marketing? (Ch13)</td>
</tr>
<tr>
<td><strong>Week 9</strong></td>
<td><strong>Chapter</strong></td>
<td><strong>Week 9</strong></td>
<td><strong>Chapter</strong></td>
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<tr>
<td>10&lt;sup&gt;th&lt;/sup&gt; May</td>
<td>Chapter 15</td>
<td>Designing and Managing Integrated Marketing Channels</td>
<td>Case study</td>
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<td></td>
<td>Chapter 16</td>
<td>Managing Retailing, Wholesaling and Logistics</td>
<td>EBAY (p 433) OR</td>
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<td>Southwest Airlines (p 434)</td>
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<td><strong>Week 10</strong></td>
<td><strong>Chapter</strong></td>
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<td>17&lt;sup&gt;th&lt;/sup&gt; May</td>
<td>Chapter 17</td>
<td>Designing and Managing Integrated Marketing Communications</td>
<td>Reminder Group Report Submission to Turnitin Monday 21&lt;sup&gt;st&lt;/sup&gt; May to Friday 25&lt;sup&gt;th&lt;/sup&gt; May</td>
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<td></td>
<td>Chapter 18</td>
<td>Managing Mass Communications: Advertising, Sales Promotions, Events and Experiences, and Public Relations</td>
<td>Final consultations on marketing plans</td>
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<td>Chapter 19</td>
<td>Managing Personal Communications: Direct and Interactive Marketing, Word of Mouth, and Personal Selling</td>
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| **Week 11**  
| **24th May** | **Chapter 20** | **Introducing New Market Offerings** | **Group Report Submission to Turitin Monday 21st May to Friday 25th May**  
| **Hard Copy submission of final report on Friday 25th May until 4.00 PM to BESS**  
| **Group Presentations 1** |
| **Week 12**  
| **31st May** | **Chapter 21** | **Tapping into Global Markets** | **Group Presentations 2** |
| **Week 13**  
| **7th June** | **Chapter 22** | **Managing a Holistic Marketing Organisation for the Long Run & REVIEW LECTURE** | **Group Presentations 3** |