

**School of Marketing**

**University of New South Wales**

**MARK 5950 Marketing Strategy**

**Course Overview: Semester 1, 2003**

**Lecturer: Dr Jack Cadeaux**

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**Class Times: Wednesday, 6pm-9pm**

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**Course Objectives**

This course builds on previous knowledge of marketing by developing an analytic overview of marketing strategy in the broader context of corporate and business unit strategy. The term “marketing strategy” is a widely used and perhaps overly used buzzword. The aim of this course is to inject some rigour into the process of marketing strategy development and analysis. It is not a course on general strategic management nor is it a course on marketing mix management as such. This course considers marketing strategy as a link between corporate strategy, business unit strategy, marketing organisation, and marketing mix management. It does so by developing and assessing thematic marketing strategies as sources of sales from the standpoints of growth, share, and profitability. In doing so, this course stresses customer-oriented approaches to marketing organisation, market definition, and market segmentation, as well as an entrepreneurial approach to strategic choice.

**Learning Methods**

The class consists of occasional lectures combined with discussion of assigned text readings, supplementary readings and substantial cases, usually decision focus cases. In a number of places, text and lecture presentations will consider formal models for depicting processes of strategic marketing management. All students should expect to gain some practice in applying such models, when appropriate, in assigned cases. Students must also expect to prepare formal written assignments in a clear and logical manner.

**Prerequisites**

This is an advanced disciplinary specialisation course. The prerequisites are Consumer Analysis and Applied Marketing Research

## Texts and Readings

The core texts are:

- Orville WALKER, Harper BOYD, John MULLINS and Jean- Claude LARRÉCHÉ, *Marketing Strategy: A Decision-Focused Approach*, McGraw-Hill, 2003.
- Jeremy DAVIS and Timothy DEVINNEY, *The Essence of Corporate Strategy: Theory for Modern Decision Making*, St. Leonards, NSW: Allen and Unwin, 1997.

(This is a distinctive monograph on corporate strategy and strategic management with a strong Australian orientation.)

- A study kit containing a selection of readings and cases for discussion and analysis

A recommended text, also on open reserve, to which significant class discussion refers, is:

- Donald LEHMANN and Russell WINER, *Analysis for Marketing Planning*, McGraw-Hill, 2001 or 1997.
- Additional readings placed on open reserve.

On open reserve are two supplementary texts to which some class discussion refers. These are:

- Joseph GULTINAN, Gordon PAUL, and Thomas MADDEN, *Marketing Management: Strategies and Programs*, Prentice-Hall, USA, 1997 (previous editions also fine.)

(This is a concise and managerial focused overview of marketing management with a focus on integrated program development. It has a particularly good chapter on marketing strategy.)

- Jean-Jacques LAMBIN, *Strategic Marketing Management*, McGraw-Hill, UK, 1997.

(This is an overview of strategic marketing management and analysis with a somewhat European approach including several cases. It also contains a fairly rigorous review of general marketing management principles.)

## Assessment

Individual Written Case: Situation Analysis (Steps 1 and 2 of Case Analysis Guidelines, maximum length: 1500 words)	Value: 20%
Formal Group* Case Presentation and Written Analysis: (maximum length: 3000 words, advance booking required) Select one case from weeks 8-13.	Value: 30%
Final Examination (comparative application of concepts to cases discussed or analysed during the semester)	Value: 50%

\*Maximum group size=4, minimum group size=2. Formal Presentation and Written Analysis can be done individually. If done individually, this assignment value=35%, and final examination value reduced to 45%. Individual option must be selected by week 4.

Note: Students should regularly attend and participate in class. Attendance at 80% of class sessions is a minimum expectation.

*The complete course outline for MARK5950 including weekly topic and assigned reading outline, supplementary references, and case analysis guidelines is available in class from the lecturer for those enrolling in the subject.*