

Unit	MBA5003 Strategic Marketing Management	
Assessment Type	Strategic Marketing Simulation (Report & Presentation)	
Assessment Number	2	
Assessment Weighting	Group Assignment (Group of 3-4 members) 60%	
Alignment with Unit and Course	Unit Learning Outcomes ULO1: Apply knowledge and skills to complex problem solving in strategic marketing situation. ULO2: Conduct information search, aggregation, and data analysis based on business-related data from secondary information sources to analyse customers, competitors, environmental trends, marketing characteristics, company capabilities, and cost dynamics ULO3: Recommend innovative marketing strategies to achieve desired goals and objectives Analyse the components of the marketing mix ULO4: Persuasively argue proposition, solutions and recommendations to professional peers ULO5: In collaboration with others, demonstrate responsibility and accountability for own learning and all aspects of the works for functions required by a team.	Graduate Attributes Assessed GA 1: Communication GA:2 : Collaboration GA 3: Research GA 4: Critical Thinking GA5: Ethical Behaviour GA6 : Flexibility GA:8: Self-sustained learning

Session 6 (Report) and Session 7 (Presentation)

Assessment Description

The assessment is designed to encourage students to use all the knowledge and skills they have obtained throughout the course of their degree. It also allows the students to get exposure to a real strategic marketing challenge.

You are encouraged to attend the workshop on Referencing and Research Practice organised with the Academic Success Team (AST). You may also schedule a one-on-one workshop with the AST by emailing academicsuccess@aih.nsw.edu.au.

Process, structure and content:

The process of the strategic marketing simulation is as follows:

- There are two parts of this assessment:
 - Assessment 2a – Strategic Marketing Simulation Report (40%) due at Session 6, (3200 words report).
 - Assessment 2b - Presentation on the result of the Strategic Marketing Simulation Report (20%) due at Session 7, 10 minutes/group (10-12 slides)
- The students work in a group of 3-4 students and will be assigned a role as company.

- You must inform your lecturer with your group (3-4 students) no later than session 4 in week 2. Preferable for Melbourne Campus (1 group of 3 and 1 group of 4) & Sydney (3 groups of 4 students).
- All students must submit a peer's review form on the Moodle.
- All companies (or group of students) are given a task to sell the same product into the market and compete with each other.
- You must select one of the case studies and inform your lecturer with it (First come, first booked). No possibility to select the same case study in the same campus.
- Student need to analyse the PELSTE environment (politic, legal, socio-culture, economics and technology) which might affect the strategic marketing decision of the company. The company should make the adjustment of their plan in respond to any environmental changes.
- Students must reinforce their discussion with clear evidence by in-text referencing (i.e. books, academic journal articles, industry and government reports, charts, diagrams, websites and newspaper articles, dating no further back than 2015).

The structure of the Strategic Marketing Simulation and the contents of which are detailed below. The wordcount specified of **3200 words** is subject to plus or minus 10%. The wordcount does not include the executive summary, the table of contents, the list of references or any appendices. However, please note that appendices should be used for supplementary information only: they will **NOT** be considered for marking.

Assessment 2a – Strategic Marketing Simulation Report – 40% - (3200 words) will comprise of the following section

Title page: this must contain the title of the report (e.g Strategic Marketing Simulation Report for Company X), names and student numbers, unit name and unit number as well as date of submission

Table of contents (TOC): ideally, but not necessarily, constructed using the hyperlink functions in Word. Lists of figures and tables are not required.

Executive summary: an executive summary provides an overview of the ENTIRE report. It is NOT an introduction section. It is NOT a background section. The purpose of an executive summary is to provide an understanding of the environmental analysis without having to read the complete report. Ideally, half to one page in length (but no longer), the executive summary will contain a summary sentence or two on each section of the report; reporting on process (what was done), content (what was found) and outcomes (what was determined should happen) Do not use headings or titles in the executive summary; it should be written in essay narrative format and read seamlessly.

Background and strategic marketing situation: a background and strategic marketing situation section informs that reader of the context to the project. Here the organization and its industry are described. Information about the organization's past and present marketing performance is presented along with any notes about major milestones in its marketing history. It is easy to 'go overboard' with this section and consume much wordcount; one page is all that's needed to set the scene for your strategic marketing simulation.

Product, Branding and Value offered: describe the product and the value its offered. Justify the chosen brand name.

Environmental Challenge – describe the environmental challenge prescribe and analyse to what extend any challenges will affect the company's marketing decision.

Company responds to the challenge – based on the analysis above, discuss the decision that the company will take and justify why. Please note, the company DO NOT always have to respond to the challenge, in the case they don't, provide justification

Plan of Action – describe plan of action the company will take to respond to the challenges

Decision to be made in respond to all challenges

Session 2: Product, Branding and Value Offering

Session 3 : Target Market Selection

Session 4 : Pricing Decision & Distribution Decision

Session 5 : Promotion Decision

Target Market Selection: describe the target market for the product including segment size estimation and market share estimation, as well as justify the reason to target this segment

Pricing Decision: describe and justify the pricing strategy including the recommended retail price and any price adjustment strategy which might be applied.

Distribution Decision: describe and justify the chosen channel distribution, if the company target more than one segment, the channel use for each segment should be clearly specified

Promotion Decision: Describe the main promotion objectives and the tools which will be used and justify the choice, this choice should be linked to the life cycle stage of the product.

Conclusions: through logical reasoning, this section should summarise the discussion of the marketing strategy

List of references: this should be formatted in Harvard style.

For high marks, the environmental analysis should show explicit use of MBA5003 theories, concepts and notions. **It is also vital that your work is guided by the marking rubric**

Research expectation:

- The submission needs to be supported with information by credible sources.
- Credible sources should be varied and include, but not limited to, the Textbook, Government reports, Industry reports, Newspaper articles, Books, and Journal articles.
- Use the EBSCO Databases accessed through the Library and Learning Support page on Moodle to find journal articles, case studies and more to help you prepare your assessment. Speak with the library assistants or email (academicsuccess@aih.nsw.edu.au) if you require further assistance.

Assessment 2b Presentation – 20% - (10-12 minutes) will cover the following information

- Product, Brand and Value
- Target Market
- Pricing, Distribution and Promotion Decision

Assessment 2 Part 1 – Marketing Strategic Simulation Report - Marking Rubric

Rubrics	Criteria	Marking Criteria				
		HD	D	C	P	F
ULO1: Apply knowledge and skills to complex problem solving in strategic marketing situation. ULO2: Conduct information search, aggregation, and data analysis based on business-related data from secondary information sources to analyse customers,	Background of the strategic marketing situation (12 marks)	Issue(s) to be considered critically is stated clearly and described comprehensively, delivering most relevant information necessary for full understanding. (10.2 - 12 marks)	Issue(s) to be considered critically is stated, described and clarified for understanding to some extent (9 – 10.19 marks)	Issue(s) to be considered critically is stated with terms but lacking in clarity with some ambiguity (7.8 – 8.99 marks)	Issue(s) to be considered critically is stated but the discussions are descriptive and general (6 – 7.79 marks)	Issue(s) to be considered critically is narrowly identified explained. (0 – 5.99 marks)
	Integration of the issue from differing perspective (12 marks)	Demonstrates an excellent ability to acknowledge different sides of an issue when presenting a perspective (10.2 - 12 marks)	Demonstrates an adequate ability to acknowledge different sides of an issue when presenting a perspective. (9 – 10.19 marks)	Demonstrates some ability to acknowledge different sides of an issue when presenting a perspective with a superficial discussion of issue complexities to some extent (7.8 – 8.99 marks)	Demonstrates limited ability to integrate different perspectives. Acknowledges different sides of an issue with a superficial discussion. (6 – 7.79 marks)	Demonstrates no ability to integrate different perspectives. Identified position/perspective is stated but is either simplistic and obvious or not evident from the analysis. (0 – 5.99 marks)

competitors, environmental trends, marketing characteristics, company capabilities, and cost dynamics ULO3: Recommend	Strength of Arguments (10 marks)	Discussion is logical with excellent evidence of critical analysis. Secondary sources are synthesised and critically integrated to form a coherent argument. Extensive use of discipline terminology is correct in all instances	Discussion is logical with sound evidence of critical analysis. Secondary sources critically integrated to form an argument. Use of discipline terminology is extensive and largely correct.	Discussion is logical with some evidence of critical analysis evident. The extent and use of discipline terminology is adequate	Discussion is mostly logical, but is primarily descriptive with limited overall argument. Limited use of discipline terminology and/or minor inaccuracies	Discussion is not logical, descriptive with no overall argument created. Inadequate grasp, and limited use of discipline terminology.
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innovative marketing strategies to achieve desired goals and objectives Analyse the components of the marketing mix ULO4: Persuasively argue proposition, solutions and recommendations to professional peers ULO5: In collaboration with others, demonstrate responsibility and accountability for own learning and all aspects of the works for functions required by a team. 40 marks		(8.5 – 10 marks)	(7.5 – 8.4 marks)	(6.5 – 7.4 marks)	(5 – 6.4 marks)	(0 – 4.9 marks)
	Writing Style (6 marks)	Language used, sentence construction, grammar and spelling are professional with no easily discernible errors. Professional structure, guiding reader through a logical analysis. In-text citation and reference list follow the correct reference style. (5.1 - 6 marks)	Language used, sentence construction, grammar and spelling are professional with some discernible errors. Guiding reader through a logical analysis. (4.5 – 5.09 marks)	Language used, sentence construction, grammar and spelling have errors. Logical flow of the paragraphs is present. Reference list is correct and minor flaws in in-text citations. (3.9 – 4. 49 marks)	Language used, sentence construction, grammar and spelling have errors. Logical flow of the paragraphs is missing. Reference list is correct, but some in-text citations are incorrect. (3 – 3.89 marks)	Language used, sentence construction, grammar and spelling have many errors. Does not guide the reader through a logical analysis. Major flaws in in-text citations and reference style (0 – 2.99 marks)

Assessment 2 Part 2 – Presentation on Strategic Marketing Simulation - Marking Rubric

Rubrics	Criteria	Marking Criteria				
		HD	D	C	P	F
ULO1: Apply knowledge and skills to complex problem solving in strategic marketing situation. ULO2: Conduct information search, aggregation, and data analysis based on business-related data from secondary information sources to analyse customers, competitors, environmental trends, marketing characteristics, company capabilities, and cost dynamics	Presentation Structure (4 marks)	All required elements are presented. The sequence of the information is easy to follow, excellent details are provided. (3.4 - 4 marks)	All required elements are presented. The sequence of the information is easy to follow, good details are provided. (3 – 3.39 marks)	All required elements are presented. The sequence of the information is easy to follow, however, limited details are provided. (2.6 – 2.99 marks)	All required elements are presented; however, the sequence of the information is hard to follow (2 – 2.59 marks)	Not all the required elements are presented. The structure and sequence of information is hard to follow (0 – 1.99 marks)
	Accuracy of the information presented (4 marks)	The information provided in each required element are accurate and it is aligned with the proposal, and excellent details are provided (3.4 - 4 marks)	The information provided in each required element are accurate and it is aligned with the proposal, and good details are provided (3 – 3.39 marks)	The information provided in each required element are accurate and it is aligned with the proposal, however, limited details are provided (2.6 – 2.99 marks)	The information provided in each required element are accurate, however, it does not align with the proposal. (2 – 2.59 marks)	The information provided in each required element are inaccurate and do not align with the proposal. (0 – 1.99 marks)
	Communication and Presentation skills (4 marks)	An excellent delivery, well- paced and effective. Speaker is entertaining and stimulating, confident and in control. (3.4 - 4 marks)	Interesting and effective delivery, well-paced and good use of voice (tone and diction) and pausing throughout (3 – 3.39 marks)	Consistently audible an clear voice, well-paced speech and some good use of pausing (2.6 – 2.99 marks)	Mostly audible and reasonably well-paced speech, some unnecessary pausing (2 – 2.59 marks)	Inaudible and spoken too quickly or too slowly and many unnecessary pauses. (0 – 1.99 marks)
	Visual aids and presentation slides format (4 marks)	Outstanding use of visual aids, presentation slides are professionally formatted. (3.4 - 4 marks)	Very good use of visual aids, presentation slides are effectively formatted. (3 – 3.39 marks)	Mostly good use of visual aids, presentation slides are appropriately formatted. (2.6 – 2.99 marks)	Basic use of visual aids, presentation slides are readable but need improvement. (2 – 2.59 marks)	No or lack of visual aids, presentation slides are poorly formatted. (0 – 1.99 marks)

ULO3: Recommend innovative marketing strategies to achieve desired goals and objectives Analyse the components of the marketing mix ULO4: Persuasively argue proposition, solutions and recommendations to professional peers ULO5: In collaboration with others, demonstrate responsibility and accountability for own learning and all aspects of the works for functions required by a team. 20 Marks						
	Presentation duration (4 marks)	Presentation is on time (10 minutes) and all the required information are presented with excellent details. (3.4 - 4 marks)	Presentation is on time (10 minutes) and all the required information are presented with reasonable details. (3 – 3.39 marks)	Presentation is on time (10 minutes) and all the required information are presented with limited details. (2.6 – 2.99 marks)	Presentation is longer than 10 minutes and only able to present half of required information. (2 – 2.59 marks)	Presentation is longer than 10 minutes and only able to present less than half of required information. (0 – 1.99 marks)