This sample unit outline is provided by CHC for prospective and current students to assist with unit selection.

Elements of this outline which may change with subsequent offerings of the unit include Content, Required Texts, Recommended Readings and details of the Assessment Tasks.

Students who are currently enrolled in this unit should obtain the outline for the relevant semester from the unit lecturer.
Unit Name: BS322 Strategic Marketing

Nominal Duration: 14 weeks

Delivery Mode: Internal and External

Workload:
- Class contact (Internal mode) or Review of materials (External mode): 42 hours
- Reading and private study: 48 hours
- Assignment preparation: 50 hours
- TOTAL: 140 hours

Weight: 10 credit points

Unit Coordinator: D'Wayne Wigley

Co / Prerequisite Units:
- BS120 Introduction to Business and Management
- BS140 Introduction to Marketing
- BS220 Human Behaviour in Organisations
- BS225 Leadership and Change Management
- BS242 Marketing Research and Analysis

Core / Elective:
- Diploma of Business: Not available
- Associate Degree in Business: Not available
- Bachelor of Business: Core for Marketing major; Not available to other majors

Rationale:
This unit emphasises the dynamic nature of the internal and external environments in which an organisation operates. Any organisation's chances of success may be dependent upon its ability to develop marketing strategies to ensure the organisation's capabilities are matched to the competitive market environments in which it operates, both now and into the foreseeable future.

This unit contributes to the overall course aims by equipping students to integrate strategic marketing skills with Christian values, and to apply their knowledge and skills to analyse, evaluate, formulate and implement marketing strategies.

Text Requirements:

Outcomes:
On completion of this unit, students will have provided evidence that they are able to:
1. Understand concepts, principles and methods of strategic marketing planning.
2. Apply marketing theory to analyse strategic issues and opportunities.
3. Develop and produce a strategic marketing plan for an organisation.
4. Articulate a biblical perspective and Christian values in strategic marketing.

Content:

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Assessment

Assessment Task #1 – Essay (Relates to Outcomes 1, 4)

Students are to discuss, from a biblical perspective, the relevance of planning to the Christian manager in the market place or ‘ministry’.

Weighting: 20%  
Length: 1000 words  
Due Date: Week 4

Assessment Task #2 – Mid-Semester Exam (Relates to Outcomes 1-5)

This task will include Multiple Choice, True/False and short answer questions, and will draw from material and topics presented in the first five weeks of the unit. This exam may include questions based upon material from the text, lectures and cases.

Weighting: 20%  
Length: 2 hours  
Due Date: Week 7

Assessment Task #3 – Group Marketing Plan: Presentation and Report (Relates to Outcomes 1-4)

In groups of 3-4, students are to develop a corporate strategic marketing plan for a brand or organisation or brand of their choice. The plan should include analyses and justification of the strategies to be pursued. Each group will make a presentation of its plan summary on dates to be assigned.

Group members are required to contribute equally to the task and marks may be adjusted for members who do not participate adequately based on the evidence of peer assessment forms. Students should keep notes on their participation and contribution to the assignment. Each group will prepare a formal report. Further information will be provided in class.

Weighting: 60%  
Length: 3000 words  
Due Date: Week 14

Academic & General Resource Requirements


Journals

The European Journal of Marketing [ISSN 0309-0566]

The European Management Journal [ISSN 0263-2373]

The Journal of Consumer Marketing [ISSN 0736-3461]

Singapore Management Review [ISSN 0129-5977]

Unit Summary

This unit reinforces the theory and practices of strategic marketing and develops a sound understanding of strategic analysis and decision-making. Students undertake research on a selected brand or organisation and produce a strategic marketing plan. The unit is taught with a major emphasis on case study and analysis.